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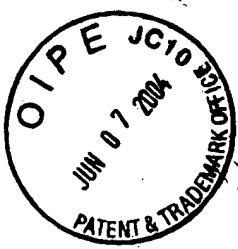
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
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- COLORED PHOTOS

 BLACK OR VERY BLACK AND WHITE DARK PHOTOS

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174/939

**Brandkey**  
systems

Version 4.3

© 2003 Brandkey Systems Corporation.  
BICS Networks, Inc.

FIG 44A1

**Brandkey**  
deliver



Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The Installation Files have been prepared for the selected Product-Specific Virtual Kiosks. These Product-Specific Virtual Kiosks are Launchable from the following Environments.

Launch Environment      Selected .

HTML-Encoded Brandkey(TM) Button	<input checked="" type="checkbox"/>	<input type="button" value="Download Tags"/>
HTML-Encoded Document	<input type="checkbox"/>	<input type="button" value="Download Tags"/>
HTML-Encoded Image	<input checked="" type="checkbox"/>	<input type="button" value="Download Tags"/>
HTML-Encoded Desktop Icon	<input checked="" type="checkbox"/>	<input type="button" value="Download Tags"/>

705/939

F1G.50C6  
FIG. 49A



FIG. 50D1      PS-VIC

FIG. 49A1

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BRAND X



BRAND  
X

FIG. 50D2

FIG. 49A2



FIG. 50D3

FIG. 49A3

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BRAND X



FIG. 50D4

FIG. 49A4

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BRAND X

BRAND X

CONAIR

Ion Shine  
Model 148i

Ion Shine Hair Dryer  
Currently in stock.  
Typically ships within 24 hours.  
Item #: CON 148i 20% OFF  
Price: \$ 29.99  
Promo price: \$ 23.99

Add to Cart Email a friend

Features:  
• 1875 Watts of Drying Power  
• Full Size  
• Ionic Device  
• Quiet Tone Motor  
• 2 Heat/Speed Settings  
• Cool Shot Button

Replay Ad ► Skip Ad ► 00:00/00:00

PRE-PURCHASE LINKS

POST-PURCHASE LINKS

Shop Online

RATING 5  Vote Search

FIG. 50D5

FIG. 49 A 5

**Brandkey**  
... deliver

Install Service-Specific Virtual Kiosks  
Select Virtual Kiosk  
Client Account Management  
Centralization Information  
Download Virtual Kiosk Tag

### Standard Demonstration Mode

[Download Virtual Kiosk Tag](#)

Client Account: **BRA AND Y** | Client Account No: 7145001

The setup files for the selected Service-Specific Virtual Kiosk(s) have been prepared. You have selected Service-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected
HTML-Embedded Default Logo	✓
HTML-Embedded Document	✗
HTML-Encoded Image	✓
HTML-Encoded Desktop Icon	✓

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**FIG. 50F6**  
**FIG. 49B**

718/93d

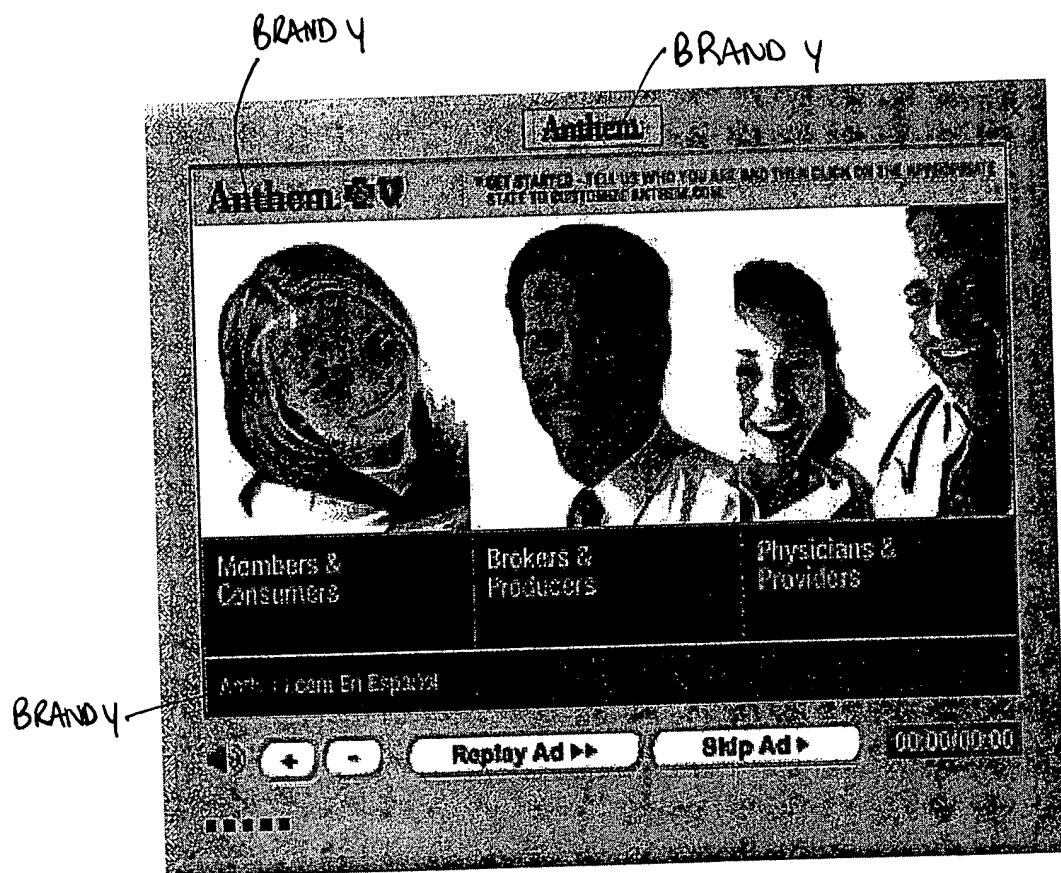


FIG. 50G1

PSVK  
5a-VK

FIG. 49B1

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BRAND 4

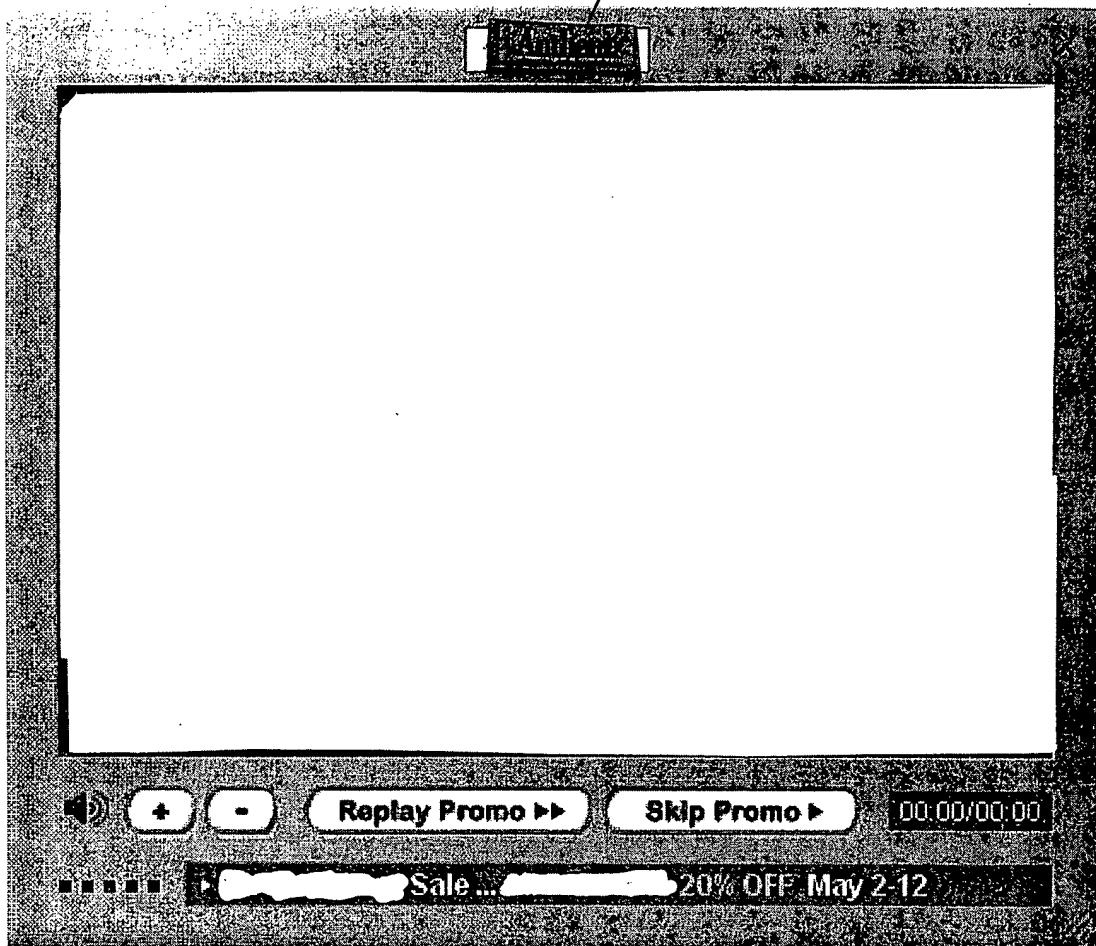


FIG. 50G2

FIG. 49B2

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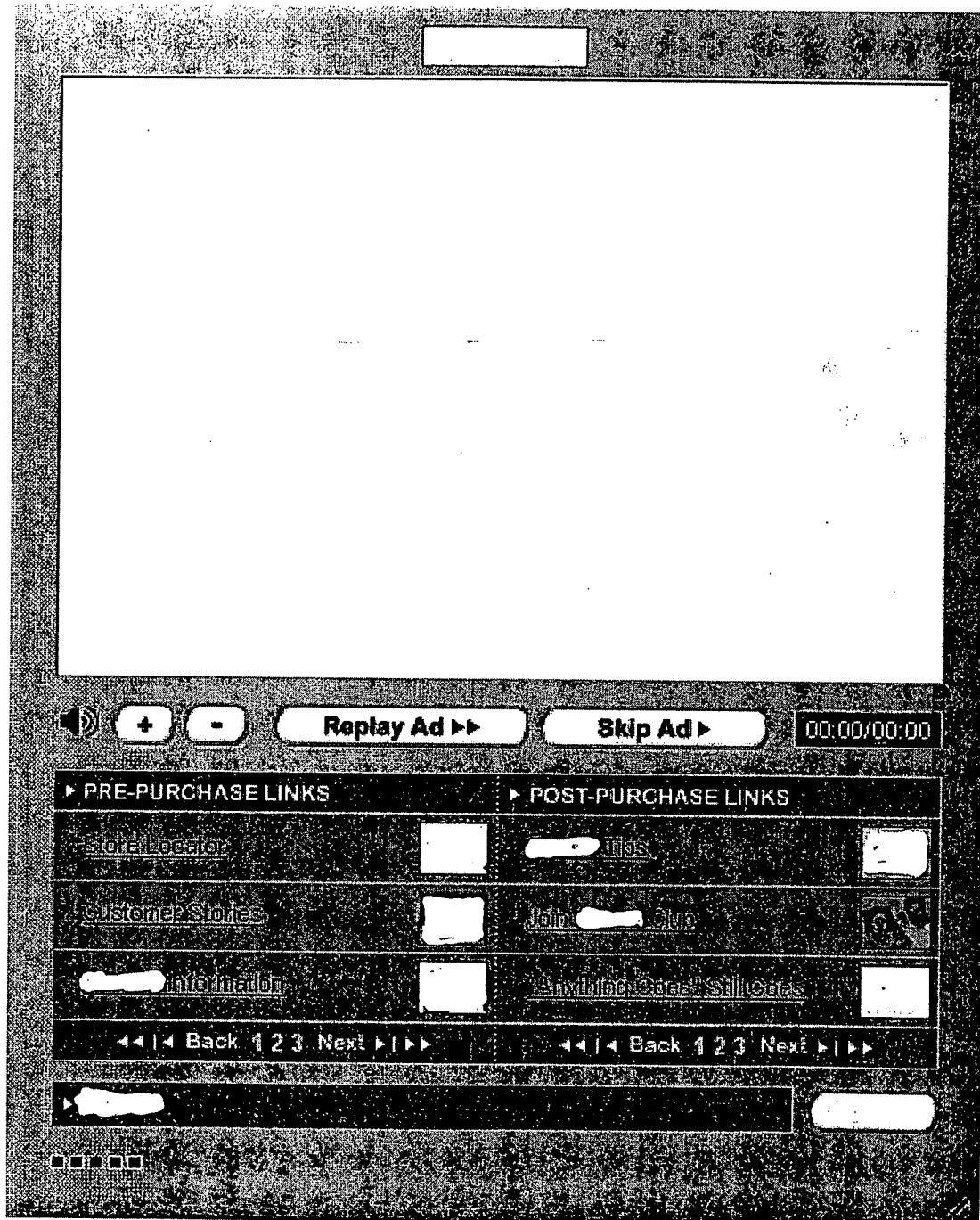


FIG.50G3 FIG.49B3

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Control Panel for Installing Vendor-Specific Virtual Kiosks											
<input type="checkbox"/> Client Account: DISNEY	<input checked="" type="checkbox"/> Client Account No: 7145001										
<input type="checkbox"/> Select Virtual Kiosks	User Name: John Smith										
<input type="checkbox"/> License Agreement											
<input type="checkbox"/> Installation Information											
<input type="checkbox"/> Download Virtual Kiosk											
<b>Standard Demonstration Mode</b>											
<hr/>											
<b>Download Virtual Kiosk Tags</b>											
<table border="1"> <thead> <tr> <th>Launch Environment</th> <th>Selected</th> </tr> </thead> <tbody> <tr> <td>HTML-Embedded Default Logo</td> <td>/</td> </tr> <tr> <td>HTML-Embedded Document</td> <td>X</td> </tr> <tr> <td>HTML-Encoded Image</td> <td>/</td> </tr> <tr> <td>HTML-Encoded Desktop Icon</td> <td>/</td> </tr> </tbody> </table>		Launch Environment	Selected	HTML-Embedded Default Logo	/	HTML-Embedded Document	X	HTML-Encoded Image	/	HTML-Encoded Desktop Icon	/
Launch Environment	Selected										
HTML-Embedded Default Logo	/										
HTML-Embedded Document	X										
HTML-Encoded Image	/										
HTML-Encoded Desktop Icon	/										
<p>The setup files for the following Vendor-Specific Virtual Kiosk(s) have been prepared. You have selected Vendor-Specific Virtual Kiosk(s) that are Launchable from the following environments.</p>											
<table border="1"> <thead> <tr> <th>Download Kiosks</th> </tr> </thead> <tbody> <tr> <td>Download Kiosks</td> </tr> <tr> <td>Download Kiosks</td> </tr> <tr> <td>Download Kiosks</td> </tr> <tr> <td>Download Kiosks</td> </tr> </tbody> </table>		Download Kiosks	Download Kiosks	Download Kiosks	Download Kiosks	Download Kiosks					
Download Kiosks											
Download Kiosks											
Download Kiosks											
Download Kiosks											
Download Kiosks											

FIG. 5016 Fig. 4ac

720/939

BRAND X



FIG. 5051      VS-VK

FIG. 49C1



FIG.50J2

FIG. 49C2

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BRAND X

/ BRAND X

GENAIR

CONAIR

BRAND X

### Contest: What Genair did for me!

Send us photos of your  
hairstyle before and after  
you used a <sup>BRAND X</sup> CONAIR hair  
care appliance and you  
could win a prize!



Send in your picture and win a gift!



Replay Promo ►

Skip Promo ►

00:00/00:00

Mother's Day Sale ... All Products 20% OFF May 2-12

FIG. 50J3

FIG. 49C3

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BRAND X



FIG. 50J4

FIG. 49C4

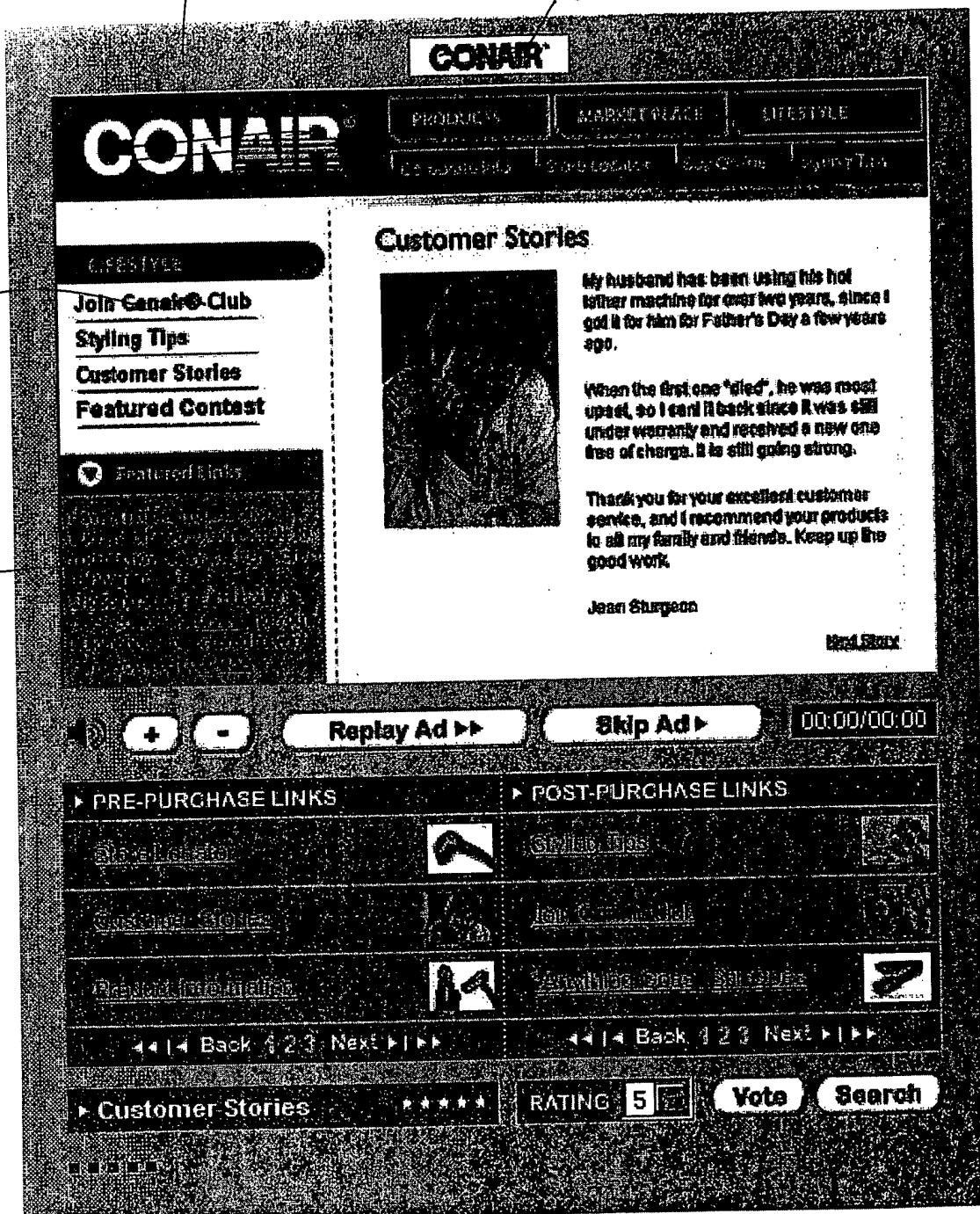


FIG. 50J5

FIG. 49C5

733/9301

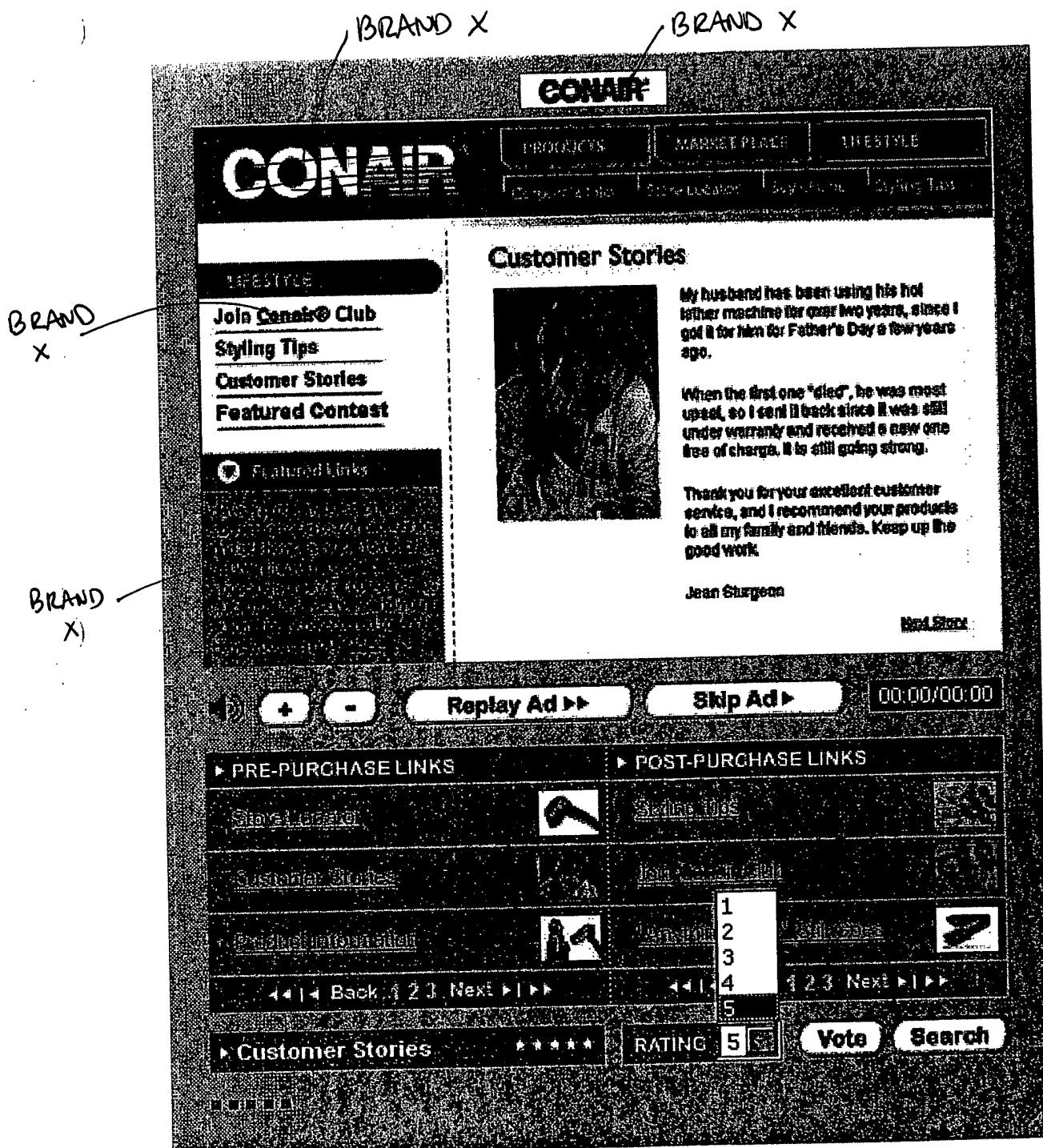


FIG. 49C (P)  
FIG. 50J6

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BRAND X

BRAND X

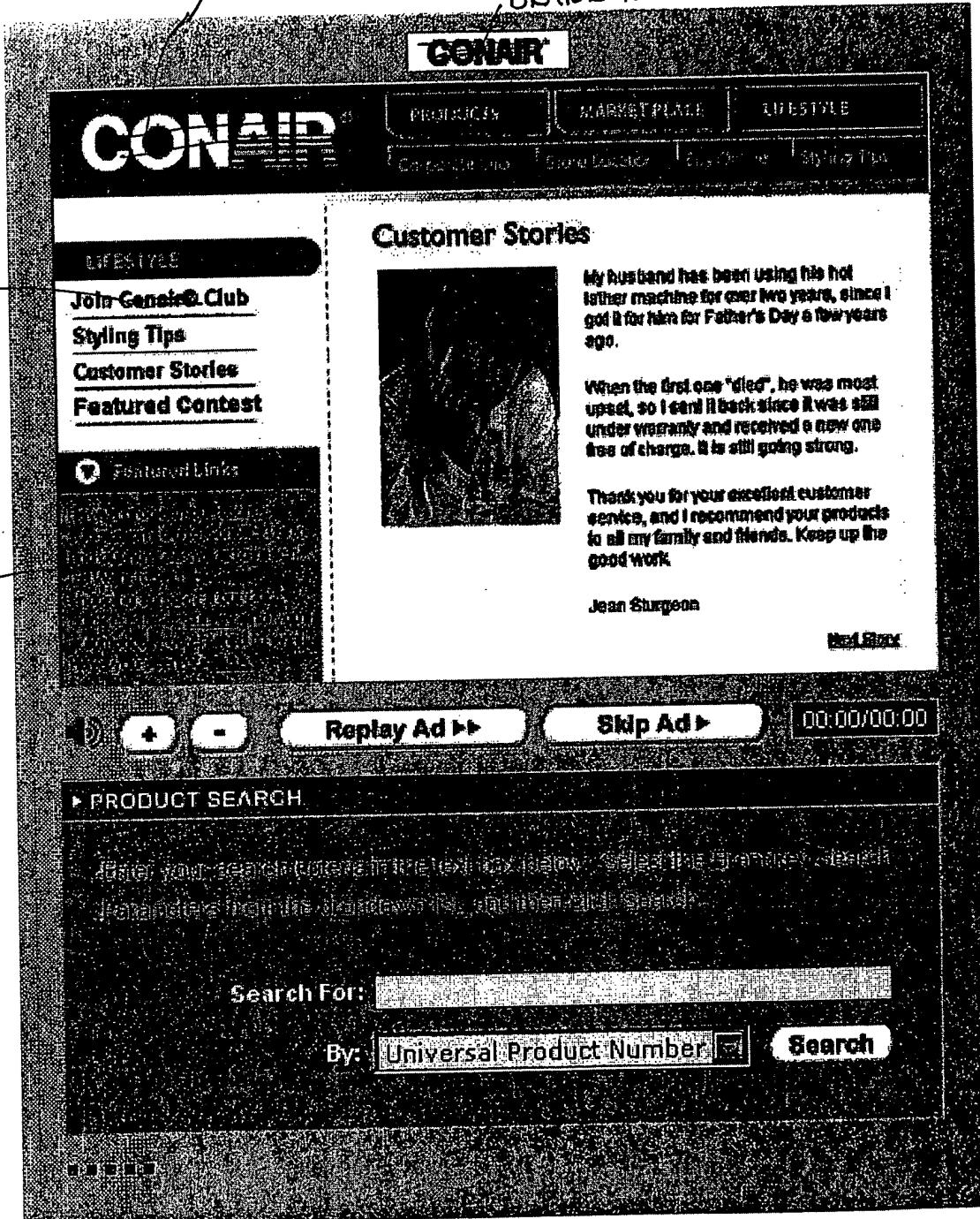


FIG. 49C7  
~~FIG. 5057~~

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BRAND X

The image consists of two vertically stacked screenshots from a mobile device.

**Top Screenshot:** A mobile advertisement for Conair. The header features the Conair logo and navigation links for "PRODUCTS", "MEN'S PAGE", and "LIFESTYLE". Below this, there's a "Customer Stories" section with a thumbnail image of a man and a testimonial from Jean Sturgeon. The testimonial reads:  
"My husband has been using his hot  
lather machine for over two years, since I  
got it for him for Father's Day a few years  
ago.  
  
(When the first one "died", he was most  
upset, so I sent it back since it was still  
under warranty and received a new one  
free of charge. It's still going strong.)  
  
Thank you for your excellent customer  
service, and I recommend your products  
to all my family and friends. Keep up the  
good work."  
Jean Sturgeon  
Read More

**Bottom Screenshot:** A product search interface. At the top, there are buttons for "Replay Ad >>" and "Skip Ad >". The time "00:00/00:00" is displayed. Below this is a "PRODUCT SEARCH" bar with the placeholder text "Enter your search criteria by selecting from the dropdown menu below". To the right of the search bar are several dropdown menus:

- Universal Product Number
- Trademark
- Product Descriptor
- Brand Entity Name
- Product Name

The "Search For:" field contains "Search For: By: Universal Product Number". A "Search" button is located to the right of the dropdown menus.

FIG. 49C8  
FIG. 50J8

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BRAND X

BRAND X

CONAIR

PRODUCTS MARKET PLACE LIFESTYLE

Customer Info Trade Locator Buy Online Styling Tips

LIFESTYLE

Join Conair® Club BRAND X

Styling Tips

Customer Stories

Featured Contest

Featured Links

Customer Stories

My husband has been using his hot  
lather machine for over two years, since I  
got it for him for Father's Day a few years  
ago.

When the first one "died", he was most  
upset, so I sent it back since it was still  
under warranty and received a new one  
free of charge. It is still going strong.

Thank you for your excellent customer  
service, and I recommend your products  
to all my family and friends. Keep up the  
good work.

Jean Sturgeon

Read Story

Replay Ad ► Skip Ad ► 00:00/00:00

UPN	TRADE MARK	PRODUCT DESCRIPTOR	PRODUCT NAME
123456789012	Carex	THE MEGA HAIR STRAIGHTENER	COOL CAREX
123456789013	Carex	Super Quiet™ Hair Dryer	Cooler™ Series
123456789014	Carex	COOL CAREX HAIR DRYER	Cooler™ Series

1 2 3 4 Back Next ► Search

FIG. 49C9  
FIG. 5039

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— BRAND X

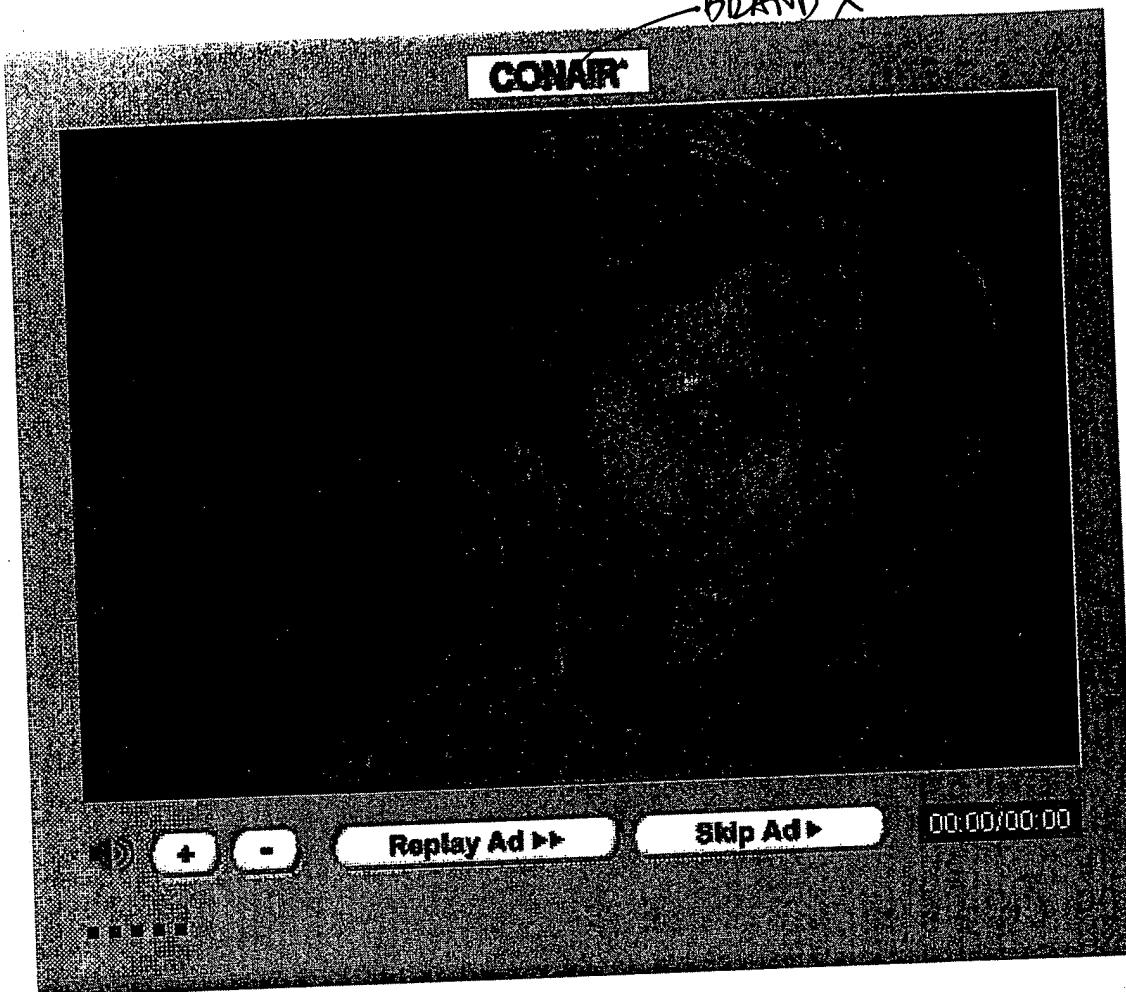


FIG 49 C 10  
~~FIG. 50510~~

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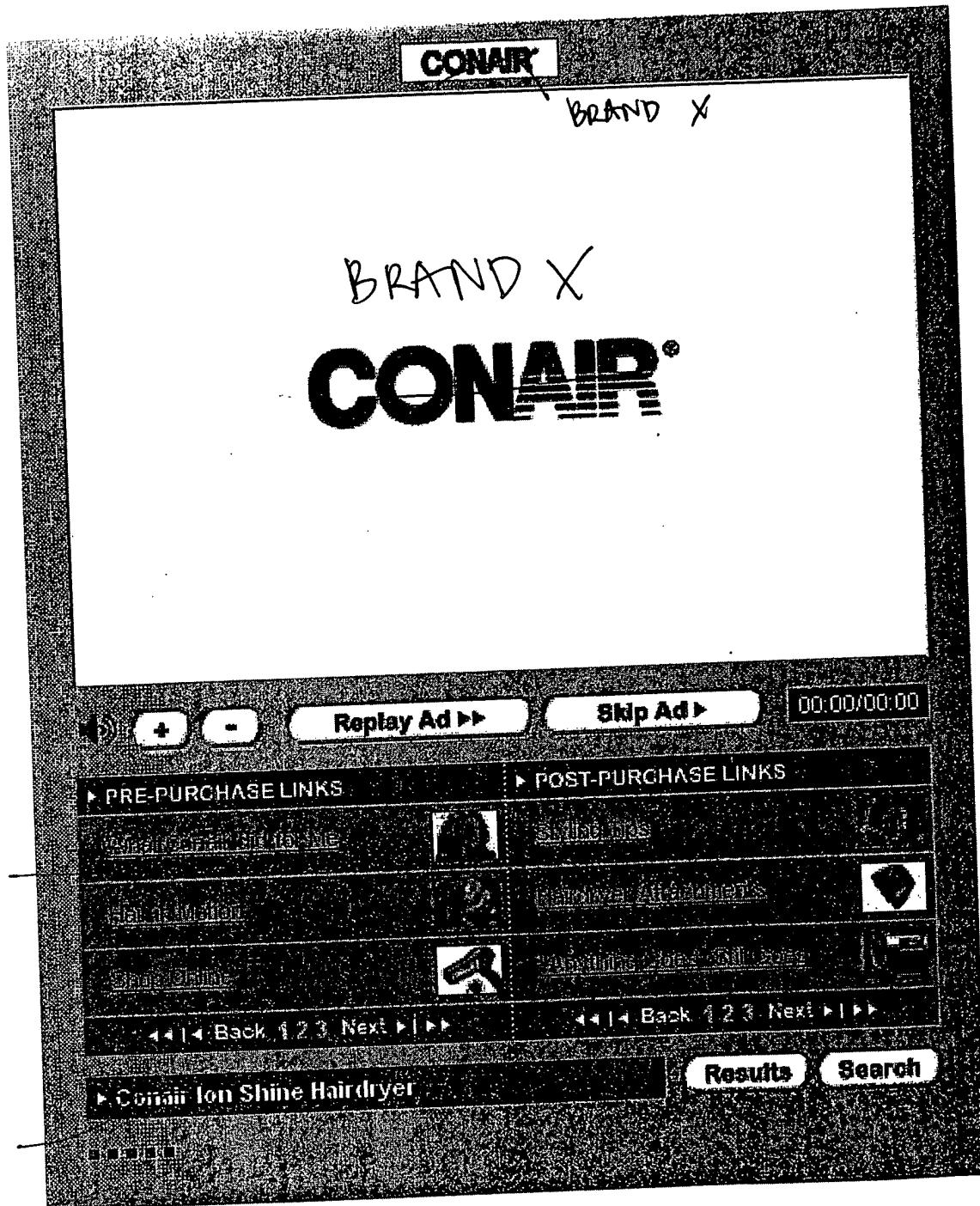


FIG. 50511

PBR. 490111  
49011

739/939

BRAND X

CONAIR

PRODUCTS      MEMBER PLACE      CUSTOMER CARE

Ion Shine  
Model 1481

BRAND X

Ion Shine Hair Dryer  
Currently in stock.  
Typically ships within 24 hours.  
Item #: CON 1481   20% OFF  
Price: \$ 29.99  
Promo price: \$ 23.99

Add to Cart   Email a Friend

Features:  
- 1875 Watts of Drying Power  
- Full Size  
- Ionic Device  
- Quiet Tone Motor  
- 2 Heat/Speed Settings  
- Cool Shot Button

Replay Ad ► Skip Ad ► 00:00/00:00

PRE-PURCHASE LINKS   POST-PURCHASE LINKS

Shop Online   ★★★★  
RATING 5  Vote Search

FIG.50F12

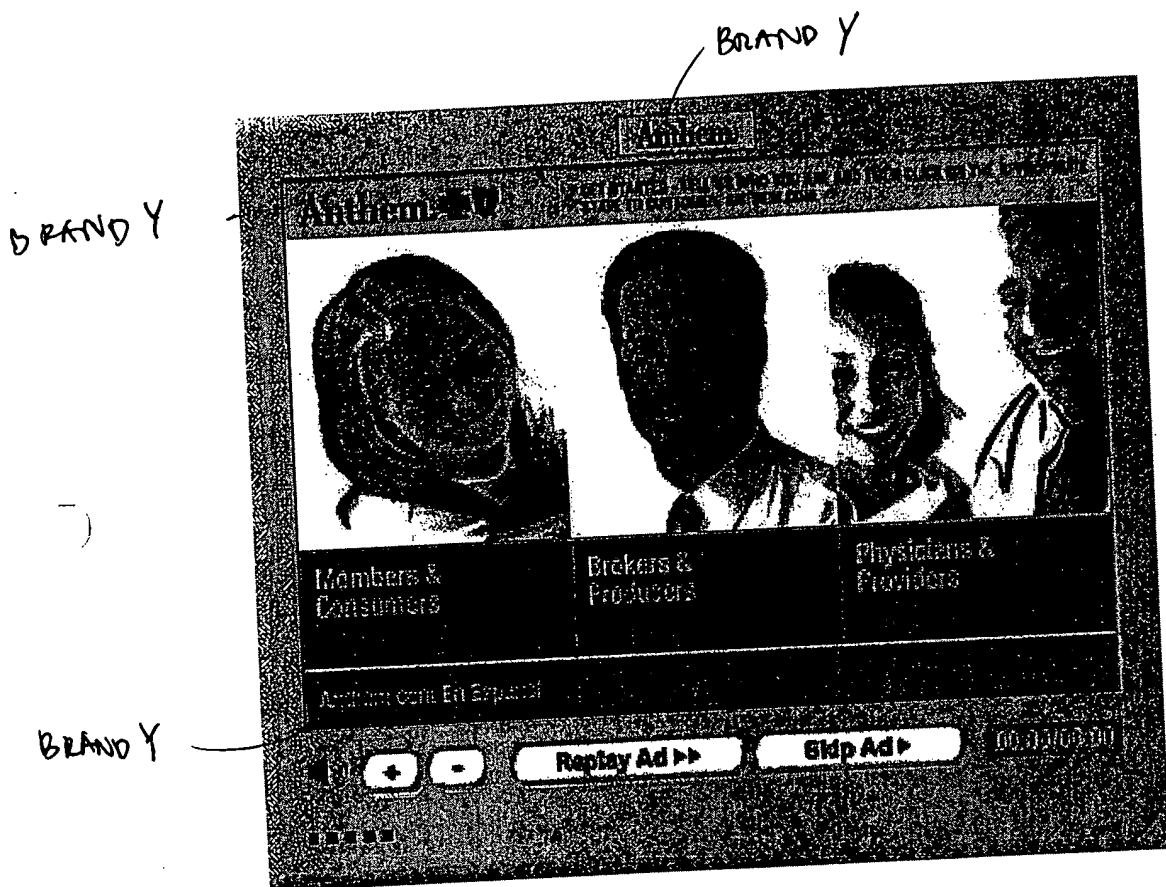
FIG. 49C12

Control Panel for Installing Service-Provider-Specific Virtual Kiosks											
<input type="checkbox"/> Install Service-Provider-Specific Virtual Kiosks	<input checked="" type="checkbox"/> Selected Virtual Kiosk   <a href="#">Update Agreement Information</a>   <a href="#">Installation Location Information</a>   <a href="#">Download Virtual Kiosk Image</a>										
<b>Standard Demonstration Mode</b>											
<a href="#">Download Virtual Kiosk Images</a>											
<input checked="" type="checkbox"/> Client Account: DISNEY & ANDY	<input type="checkbox"/> Client Account No: 7145001										
User Name: John Smith											
<p>The setup files for the following Service-Provider-Specific Virtual Kiosk(s) have been prepared. You have selected Service-Provider-Specific Virtual Kiosk(s) that are Launchable from the following environments.</p> <table border="1"> <thead> <tr> <th>Launch Environment</th> <th>Selected</th> </tr> </thead> <tbody> <tr> <td>HTML-Embedded Default Logo</td> <td>✓</td> </tr> <tr> <td>HTML-Embedded Document</td> <td>✗</td> </tr> <tr> <td>HTML-Encoded Image</td> <td>✓</td> </tr> <tr> <td>HTML-Encoded Desktop Icon</td> <td>✓</td> </tr> </tbody> </table>		Launch Environment	Selected	HTML-Embedded Default Logo	✓	HTML-Embedded Document	✗	HTML-Encoded Image	✓	HTML-Encoded Desktop Icon	✓
Launch Environment	Selected										
HTML-Embedded Default Logo	✓										
HTML-Embedded Document	✗										
HTML-Encoded Image	✓										
HTML-Encoded Desktop Icon	✓										

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F76.49 D  
F79.50 L6

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FG. 49E1

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BRAND Y

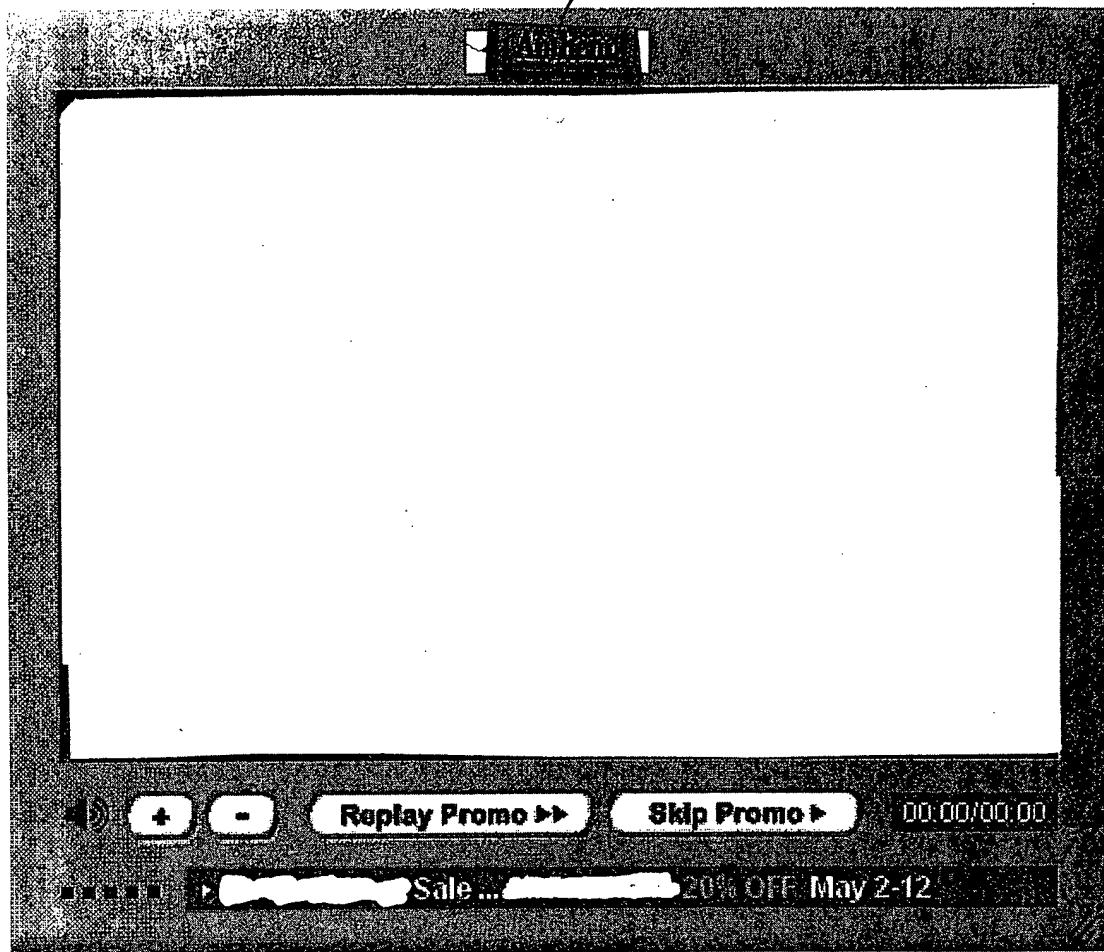


FIG.506Z

FIG.49EZ

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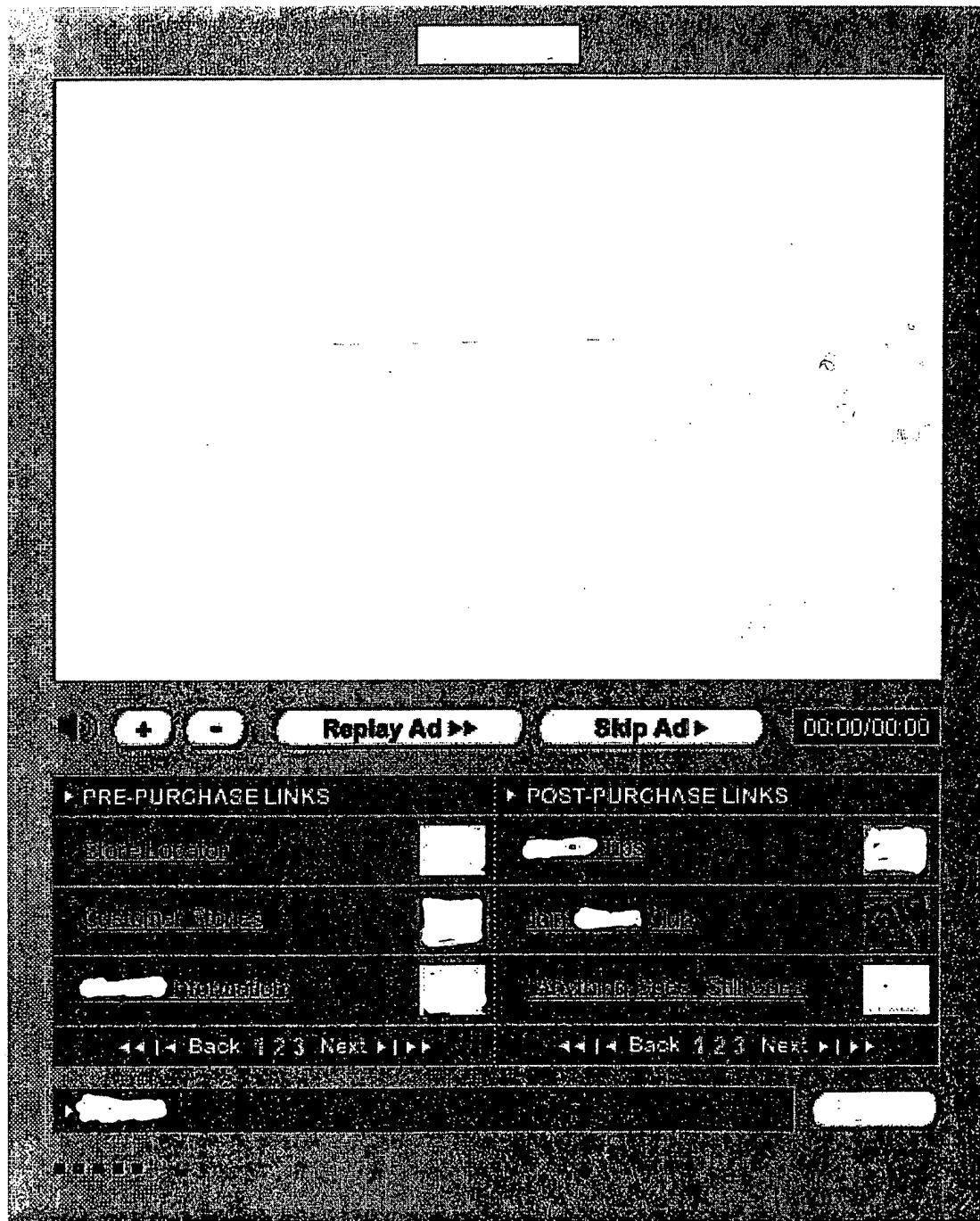
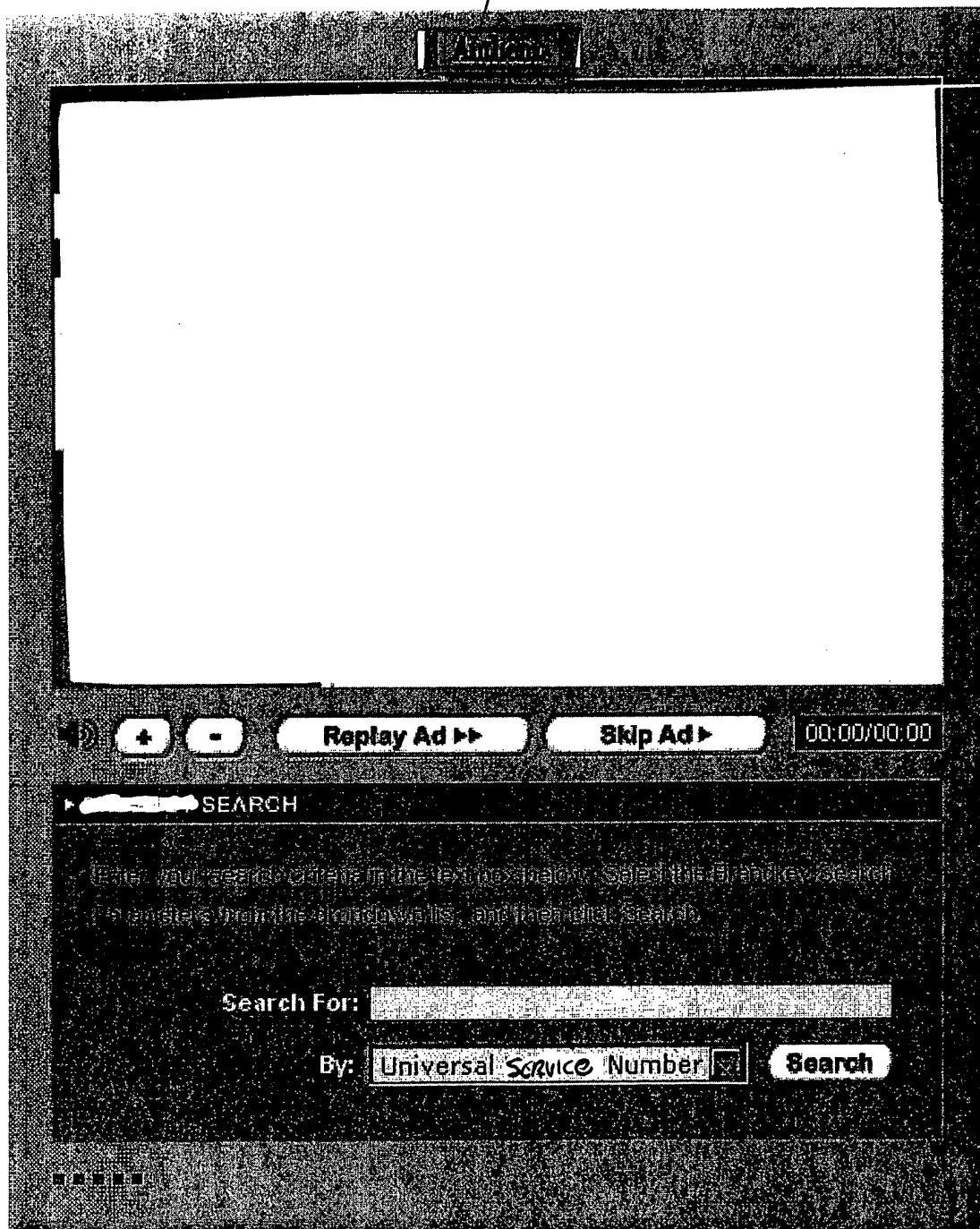


FIG. 50G3 FIG. 49E3

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Brand Y



F16, 49 t4  
FIG. 506#4

**Brandkey®**  

Install Retailer-Specific Virtual Kiosks

Select Virtual Kiosk's License Agreement  Installation Location Information  Download Virtual Kiosk Tag

**Standard Demonstration Mode**

**Download Virtual Kiosk Tags**

Launch Environment	Selected
HTML-Embedded Default Logo	✓
HTML-Embedded Document	✗
HTML-Encoded Image	✓
HTML-Encoded Desktop Icon	✓

**Central Panel for Installing Retailer-Specific Virtual Kiosks**

7571939

F6. 49F

F1G. 50Q6

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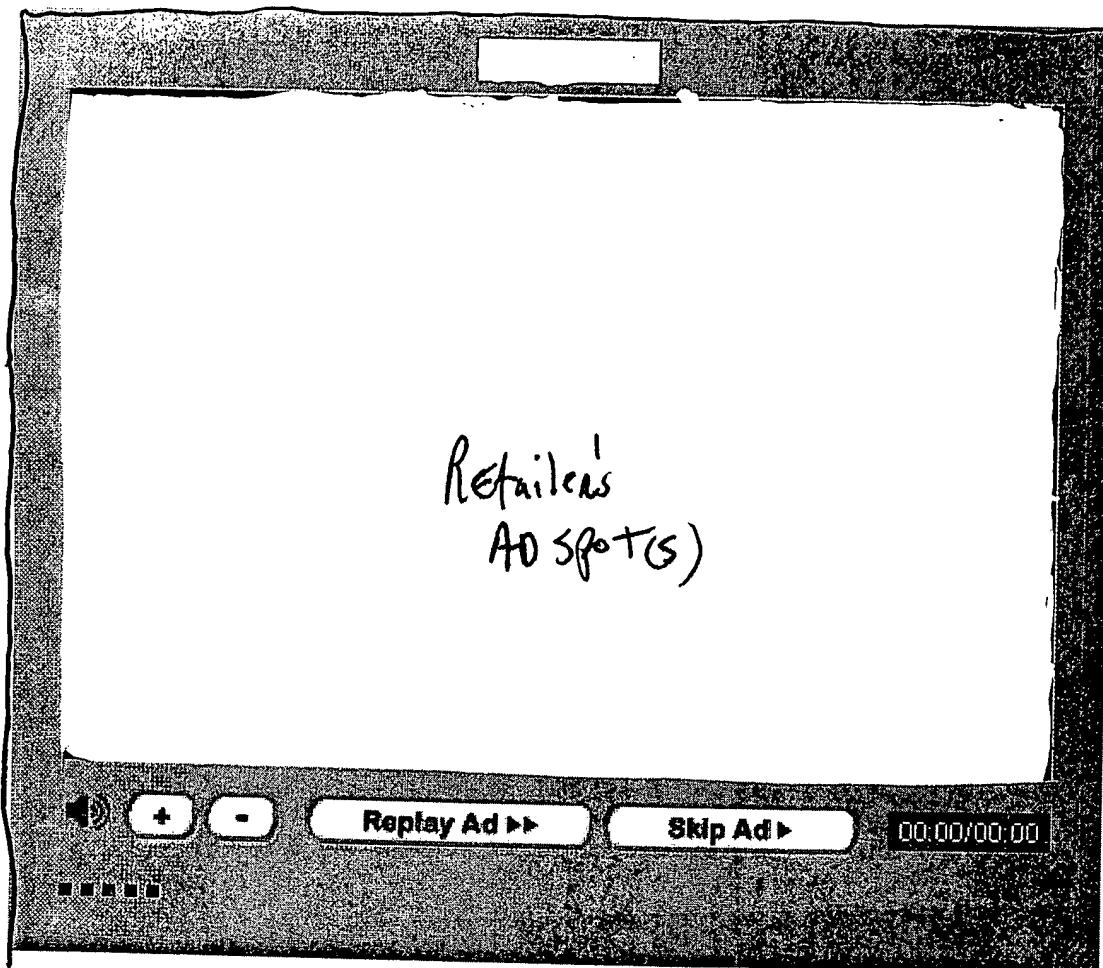


FIG.50.P1

FIG.49.G1

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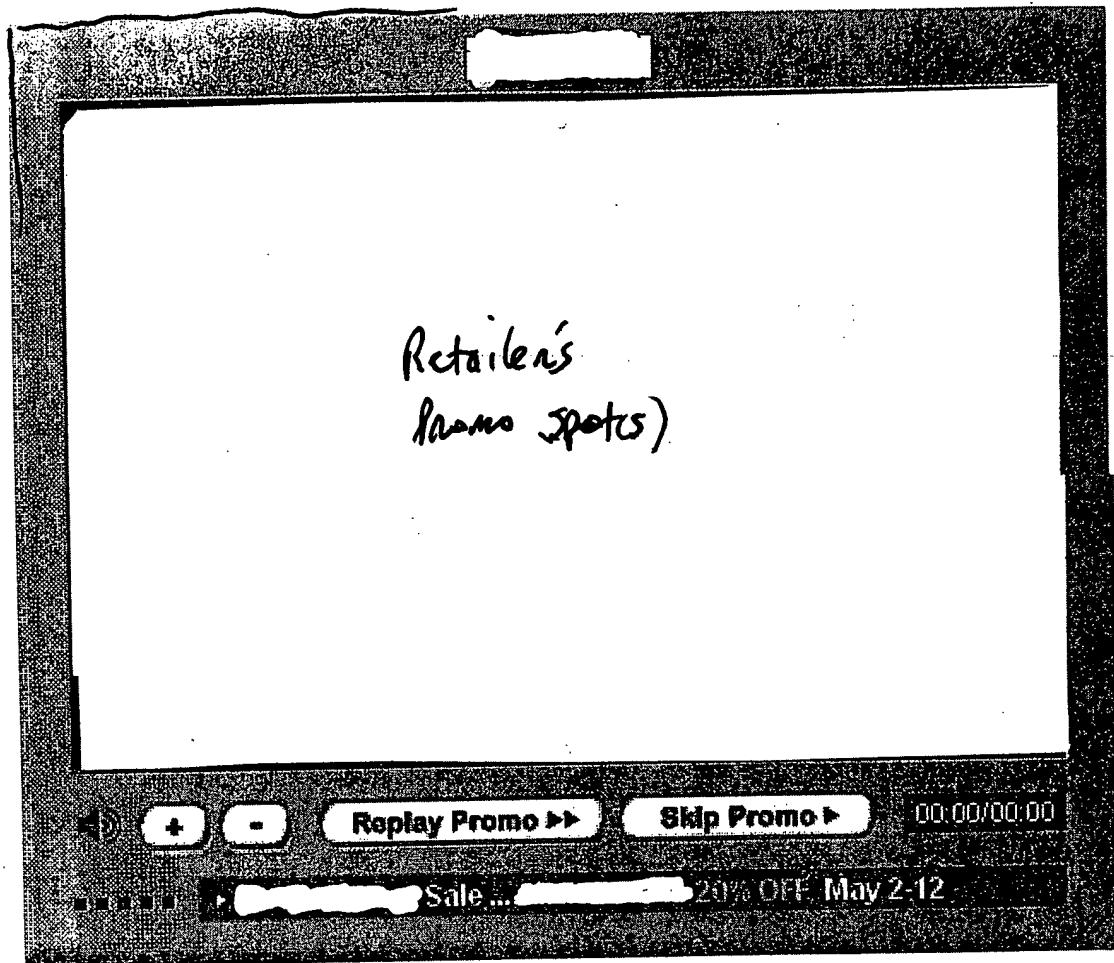


FIG. 50P2

FIG. 49G2

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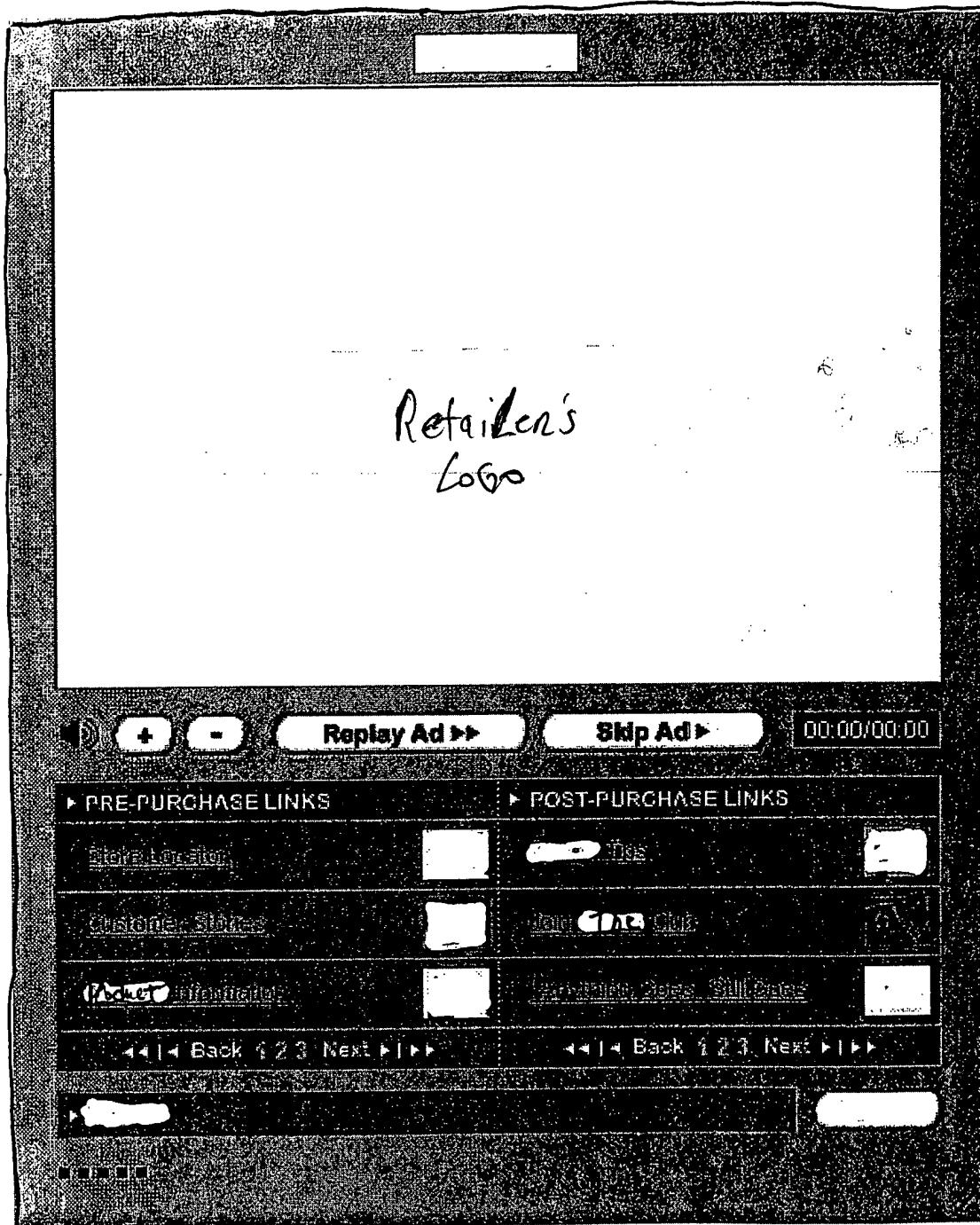


FIG. 99G3  
FIG. 50P3

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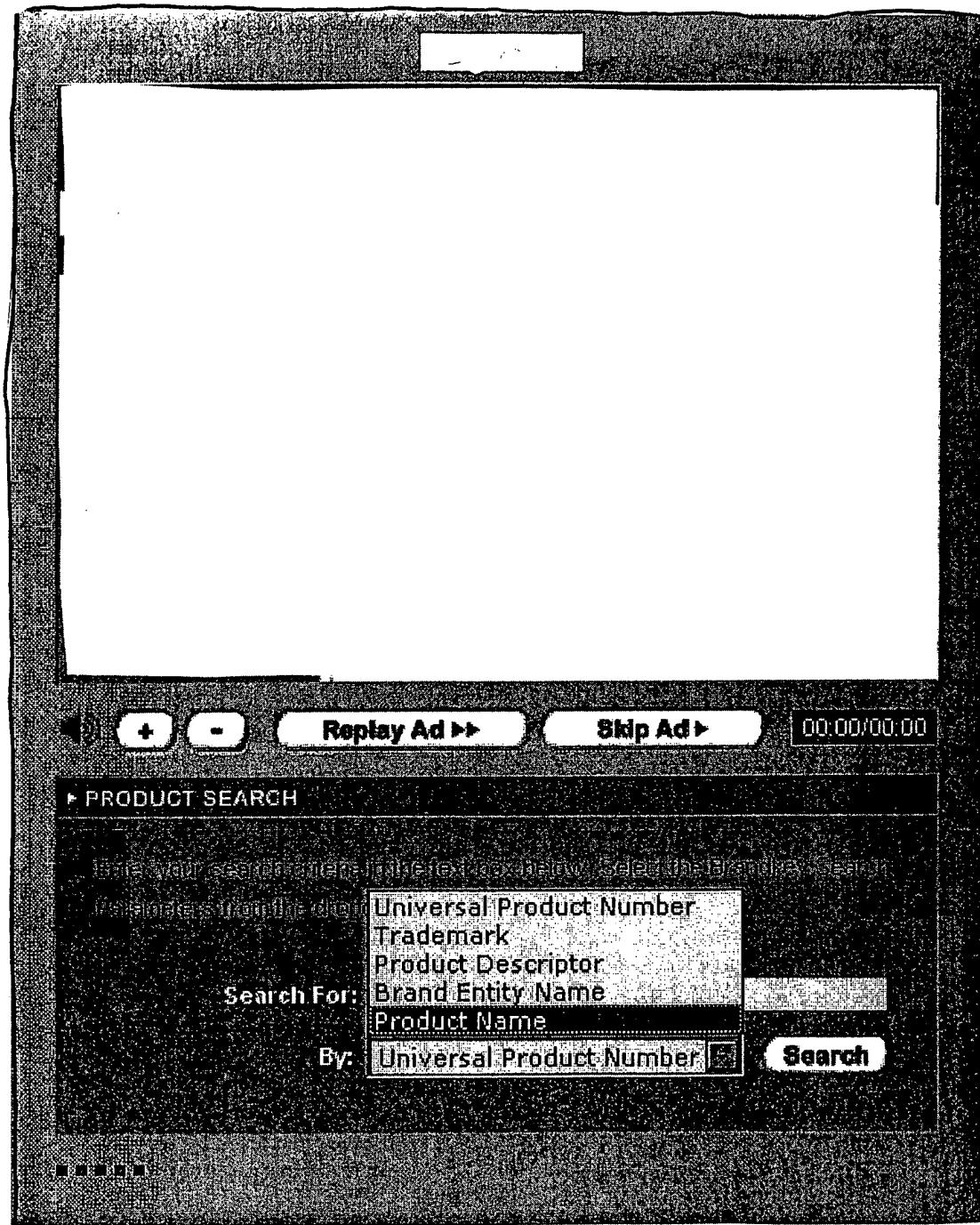


FIG. 50P4 FIG. 49G4

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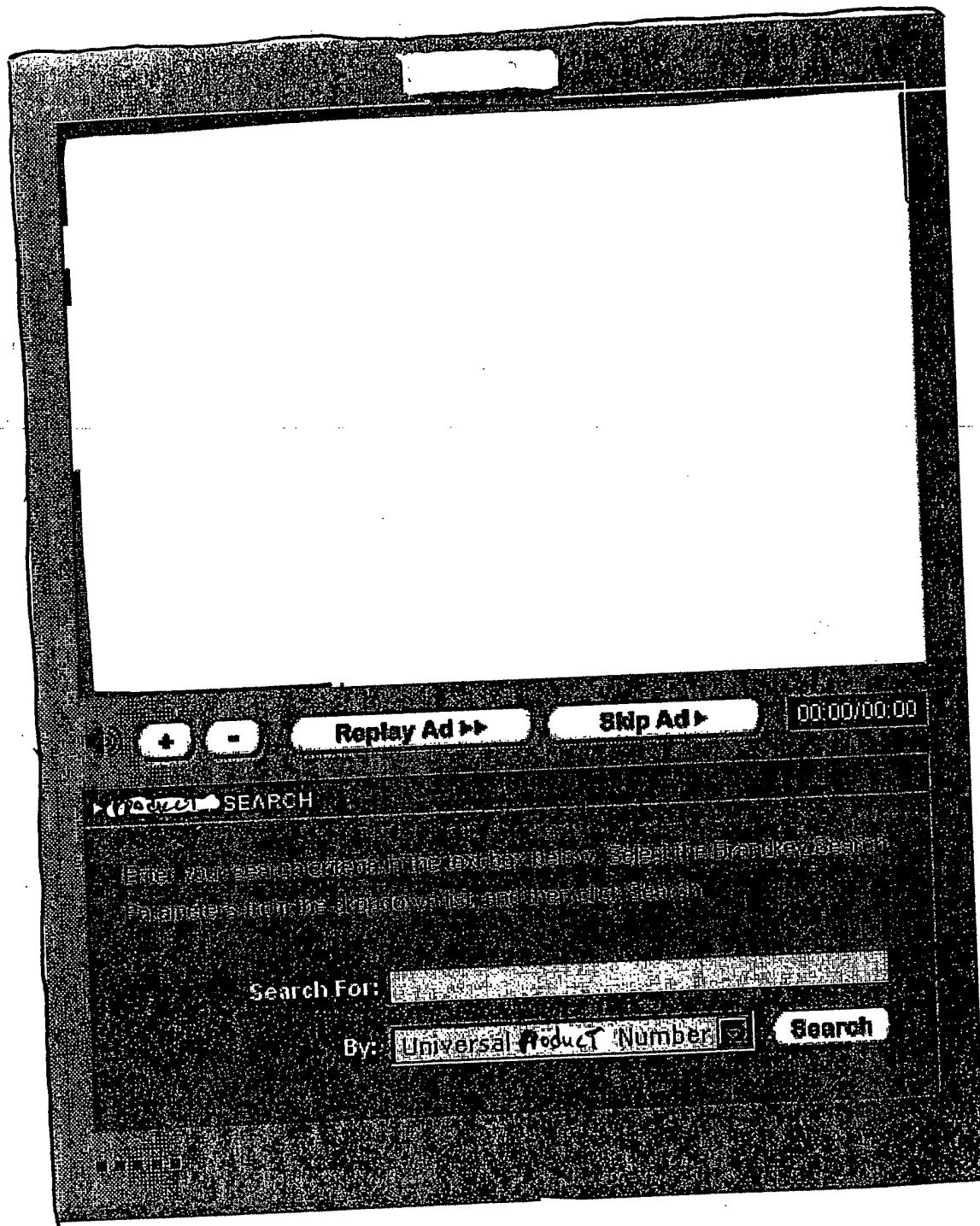


FIG. 50P5 FIG. 49G5

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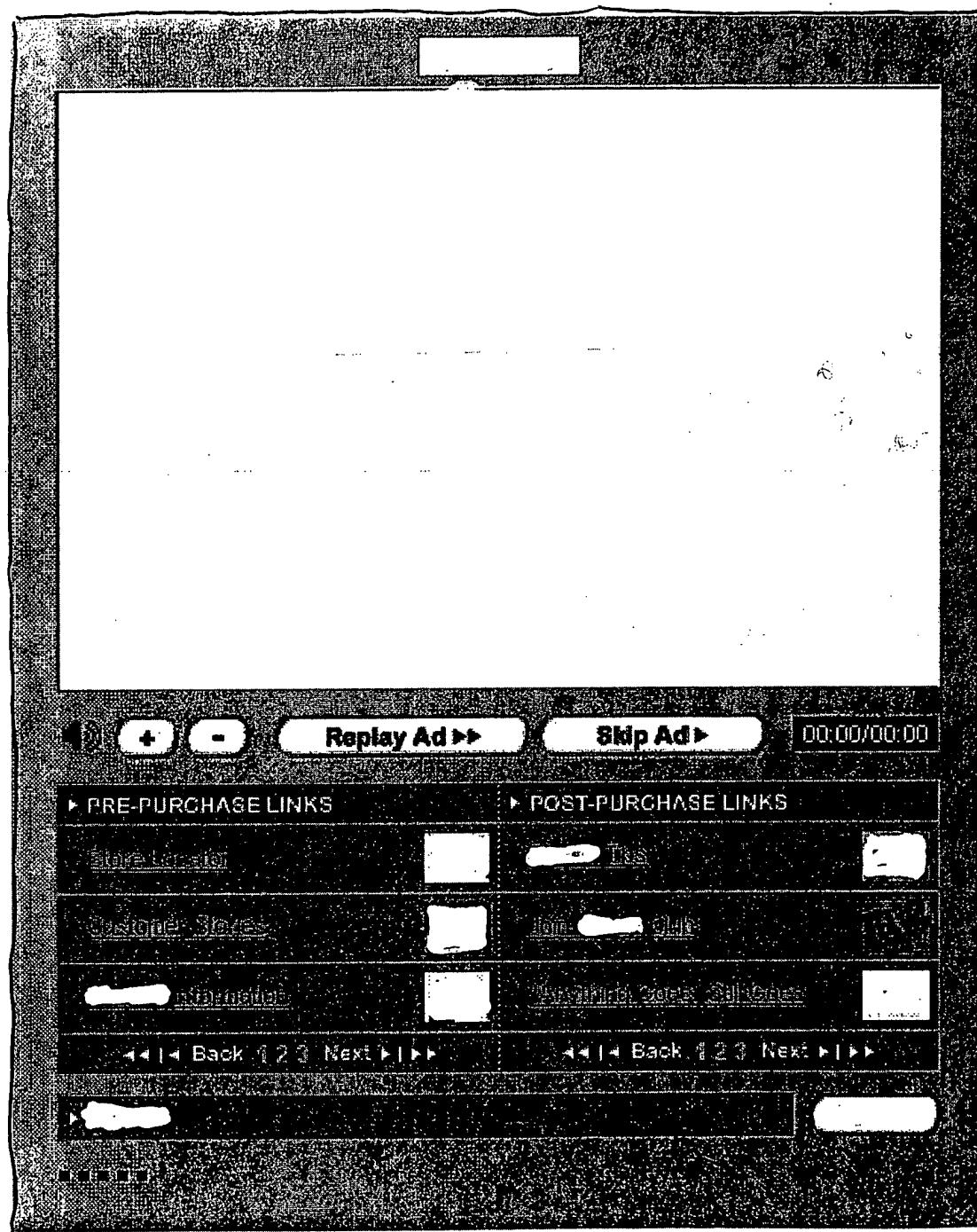


FIG. 50 p6 FIG. 49 G6

**Brandkey**  
... deliverInstall Industry-Specific Virtual Kiosks  
Select Virtual Kiosk | License Agreement | Documentation | Support Information | Download Virtual Kiosk Tag

Control Panel for Installing Industry-Specific Virtual Kiosks

**Standard Demonstration Mode****Download Virtual Kiosk Tags** Client Account: DISNEY **BRAUN**  Client Account No: 7145001

The setup files for the selected Industry-Specific Virtual Kiosk(s) have been prepared. You have selected Industry-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected
HTML-Embedded Default Logo	✓
HTML-Embedded Document	✗
HTML-Encoded Image	✓
HTML-Encoded Desktop Icon	✓

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fig. 494  
FIG. 50R6

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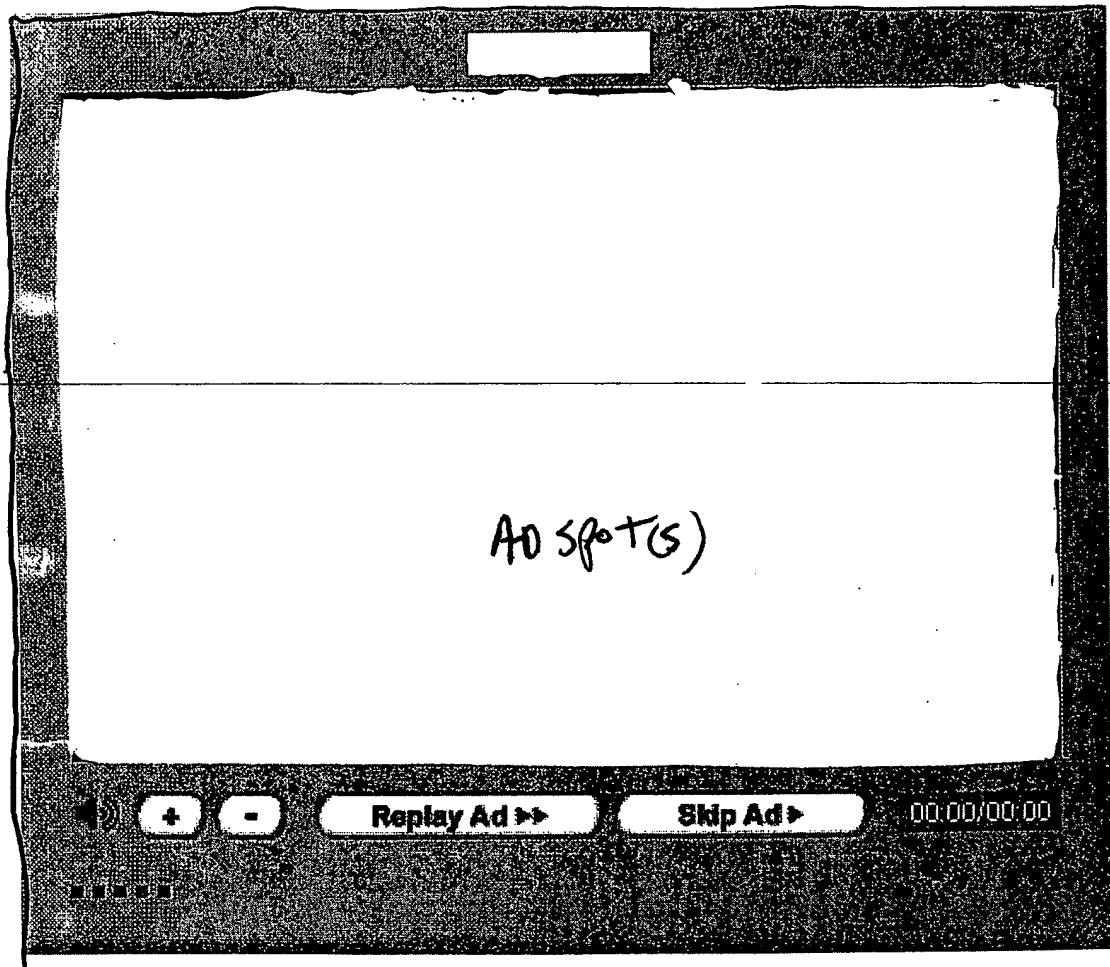


FIG.5051  
FIG. 99±1

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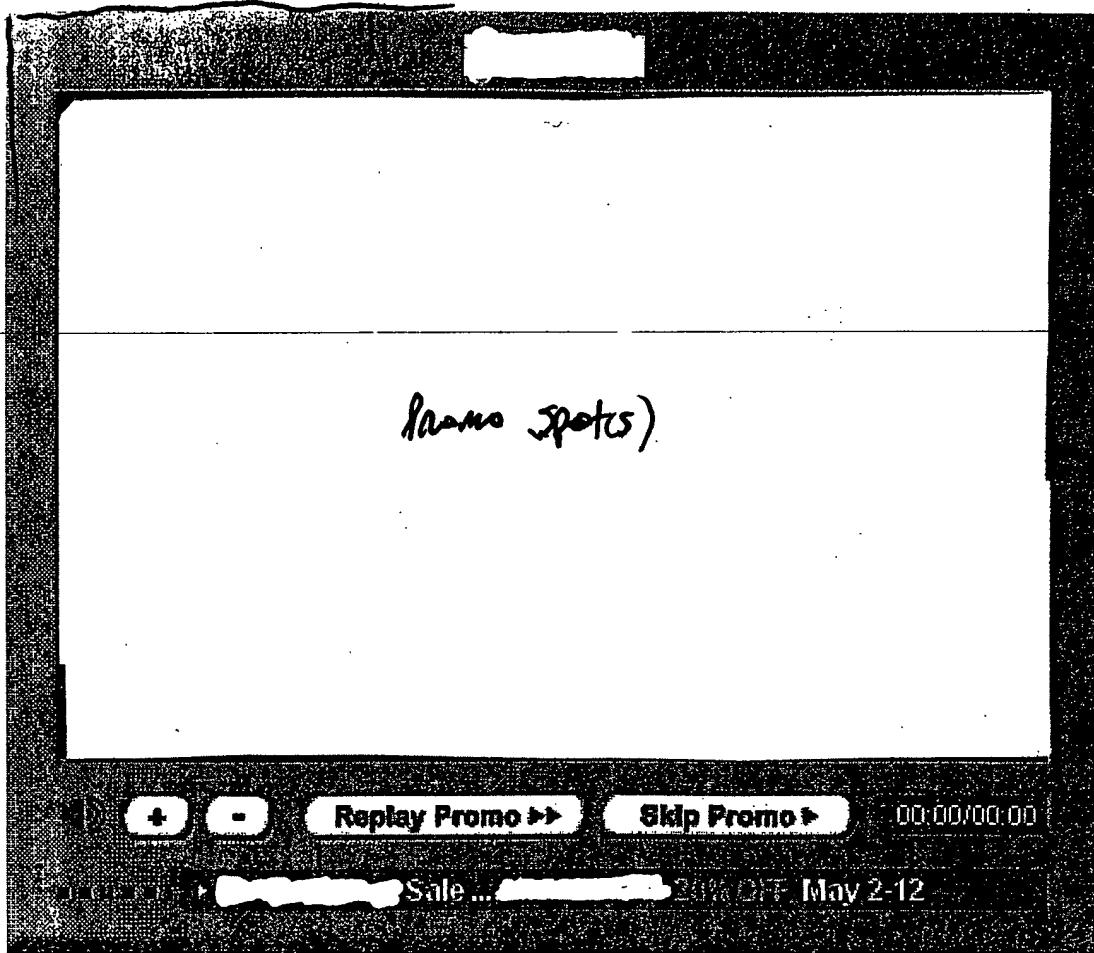


FIG. 5052

FIG. 4912

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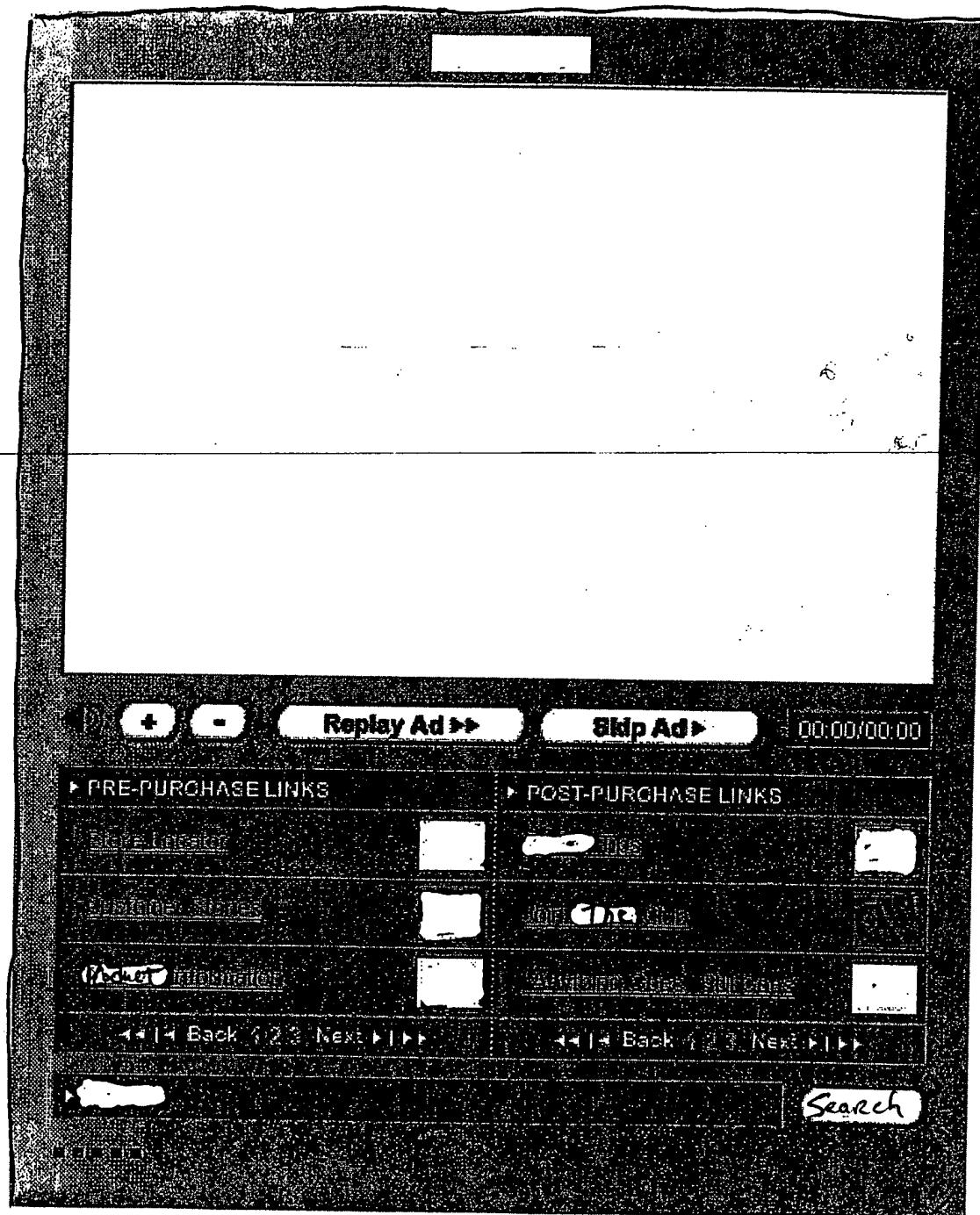


FIG. 49 I 3  
FIG. 50 S 3

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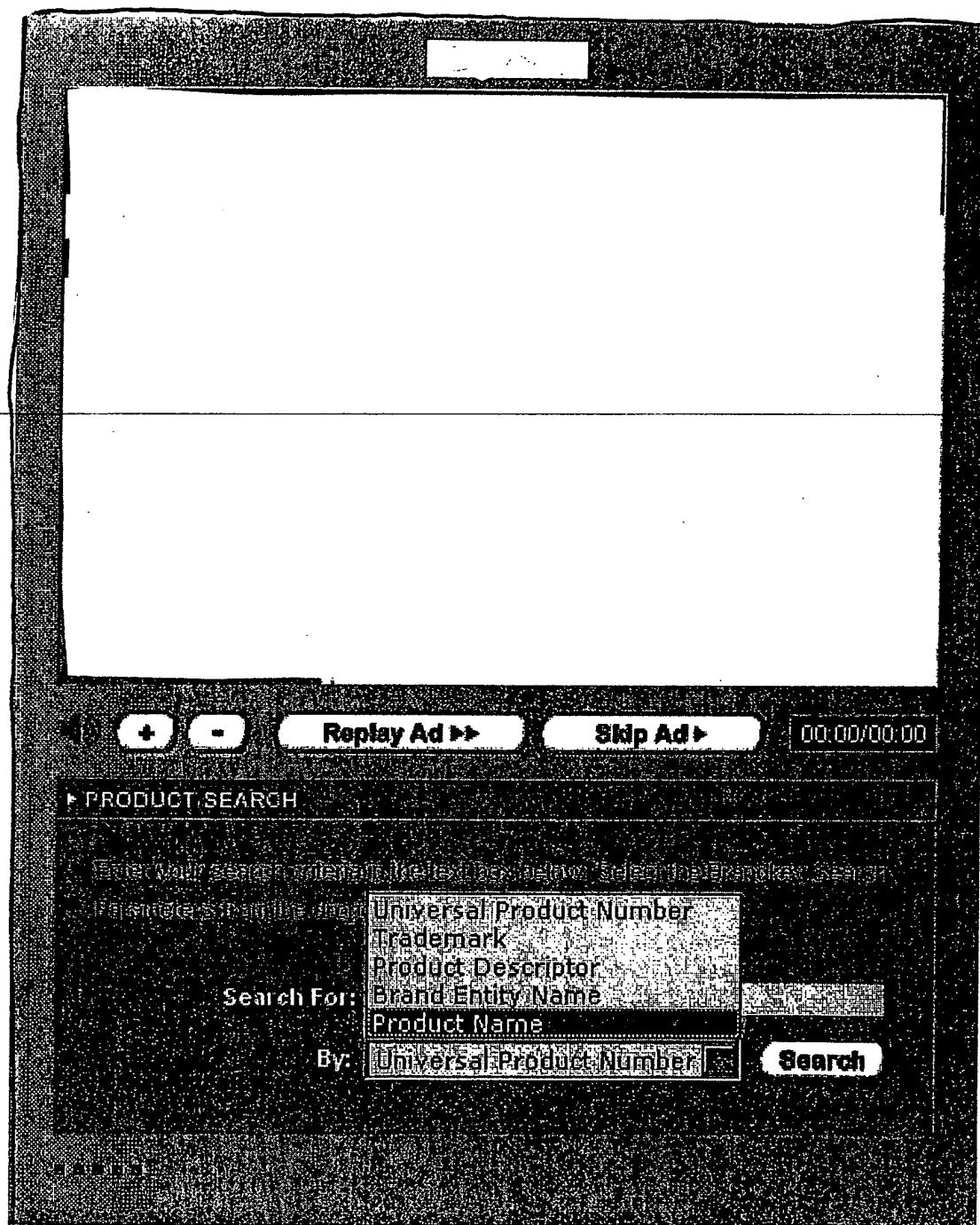


FIG. 50-54 FIG. 49 I 4

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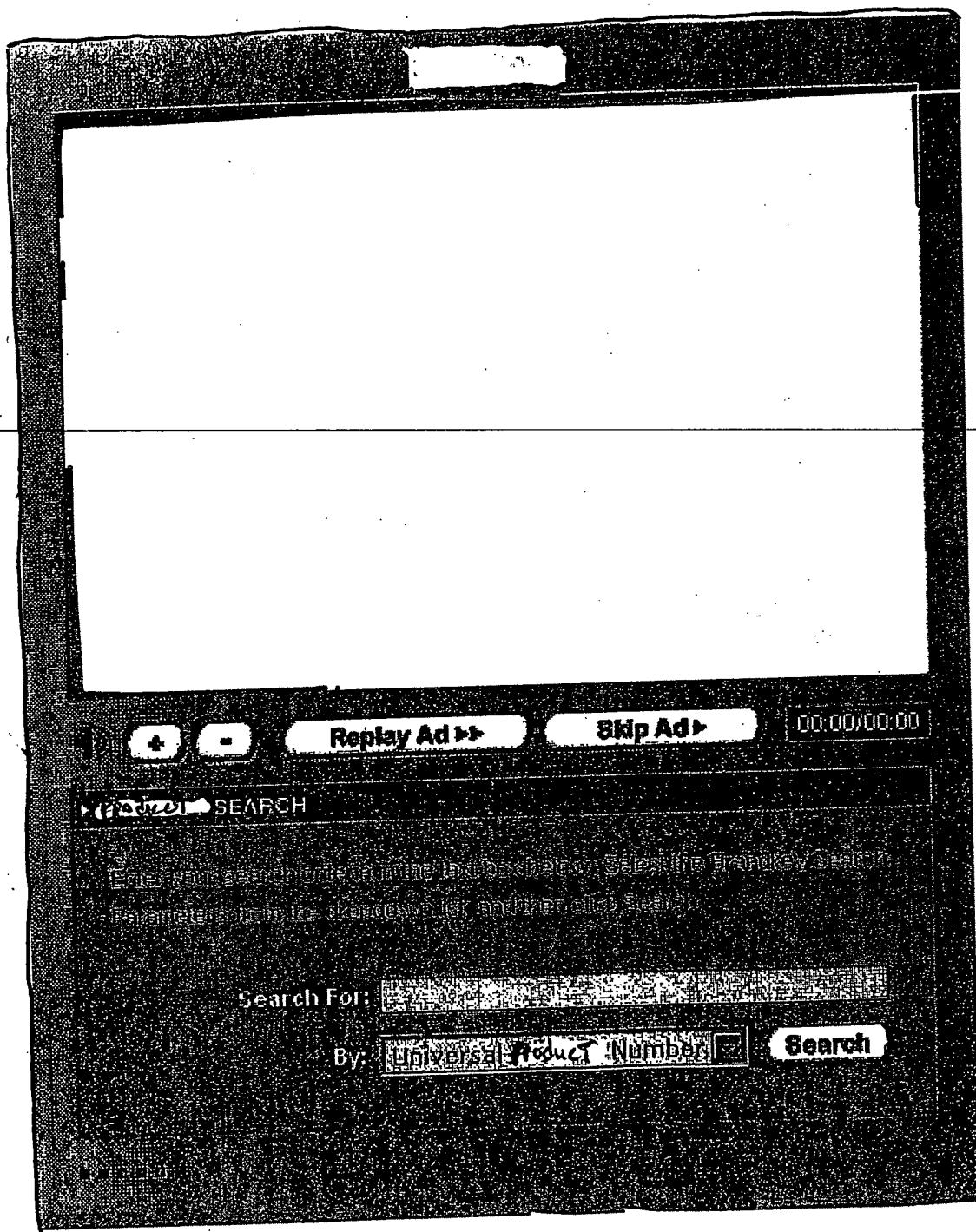


FIG. 5055 FIG. 49I5

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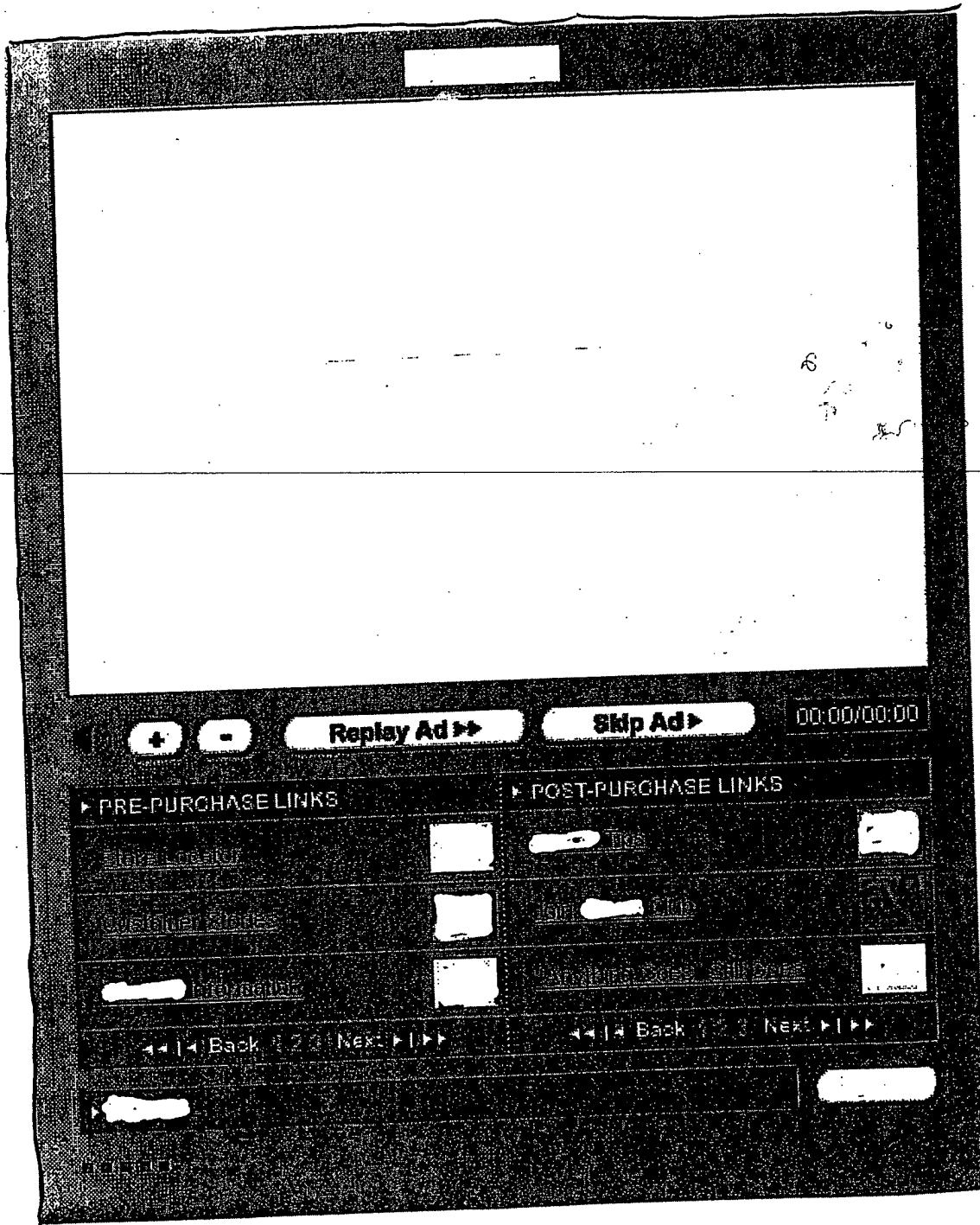


FIG. 49I6  
FIG. 50S6



Control Panel for Installing Corporate-Specific Virtual Kiosks

### Standard Demonstration Mode

Control Panel for Installing Corporate-Specific Virtual Kiosks

Client Account: DISNEY BRAND X

User Name: John Smith

Client Account No: 7145001

Text: R135

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Fig. 49J  
f1G. 5eT

704/939

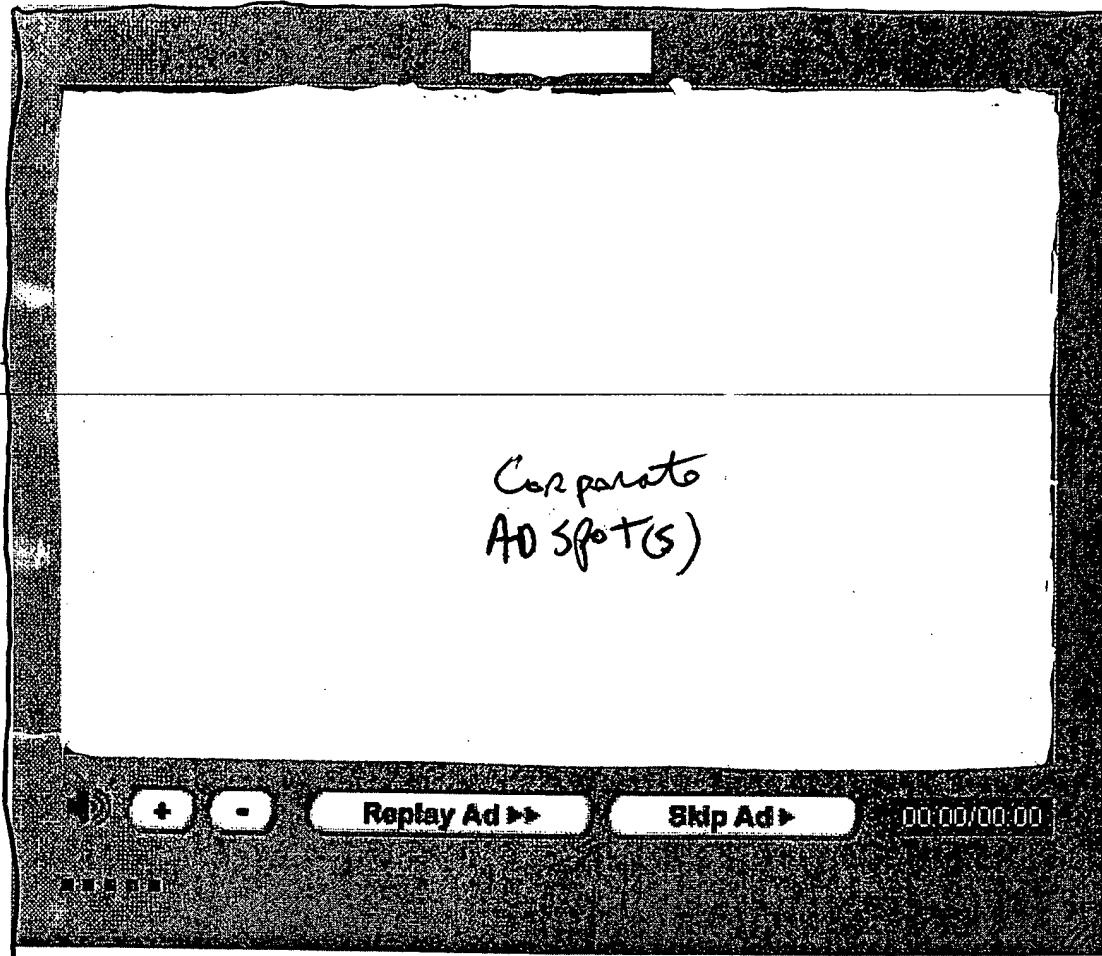


FIG.50-VI

FIG.49 K1

705/939

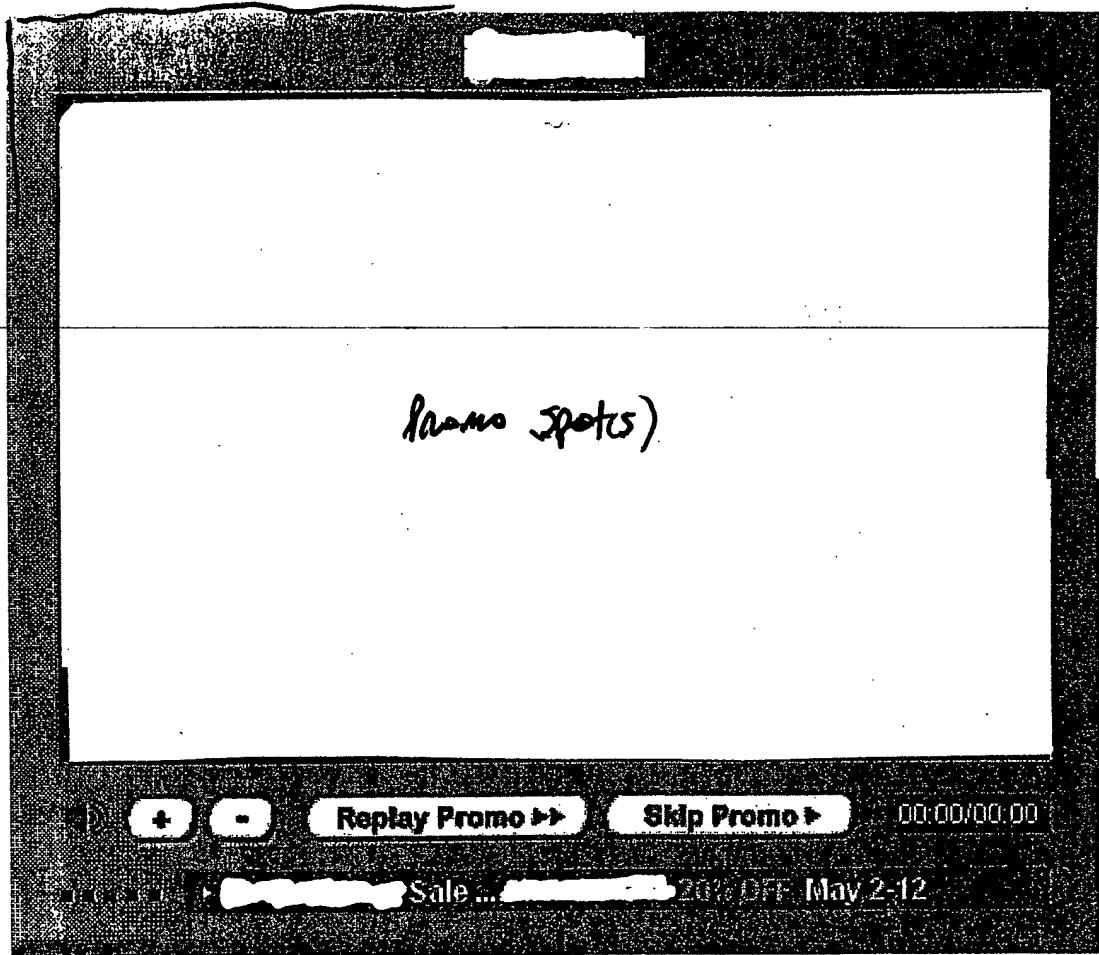


FIG. 50 V2

FIG. 49 K2

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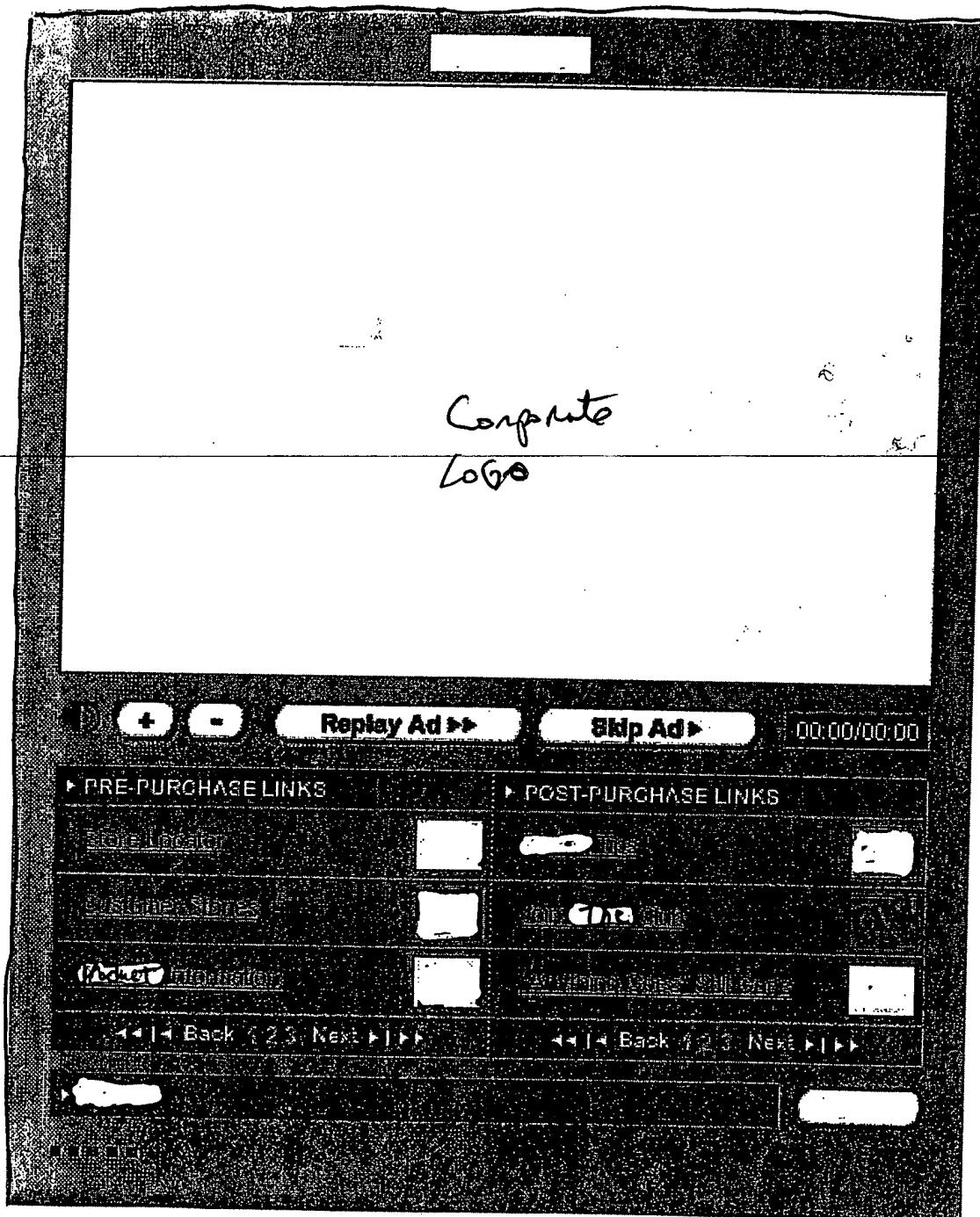


FIG. 50 V3 FIG. 49 K3

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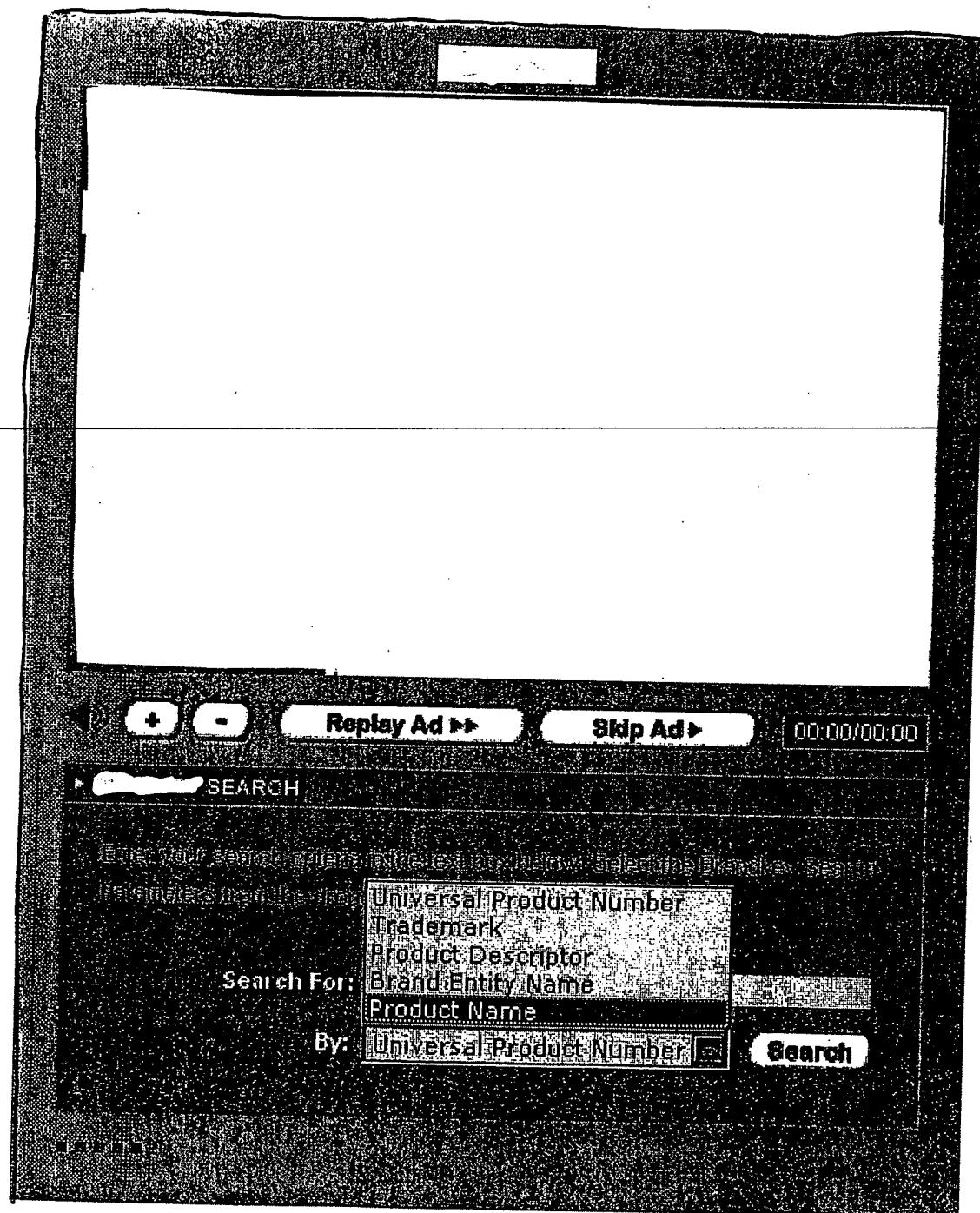
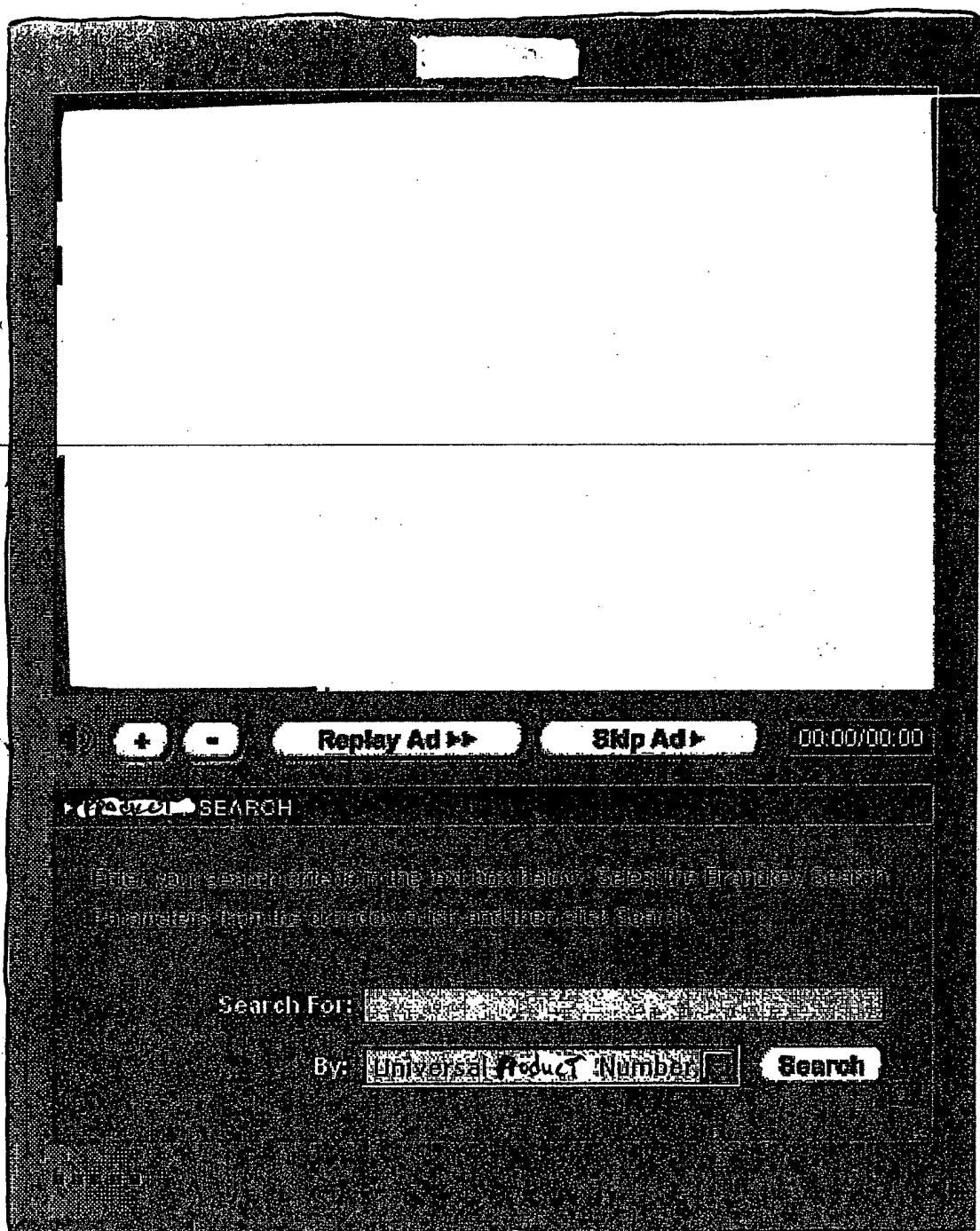


FIG. 50V4  
FIG. 49K4

708 (939)



~~Fig. 50 V5~~

FIG. 49K5

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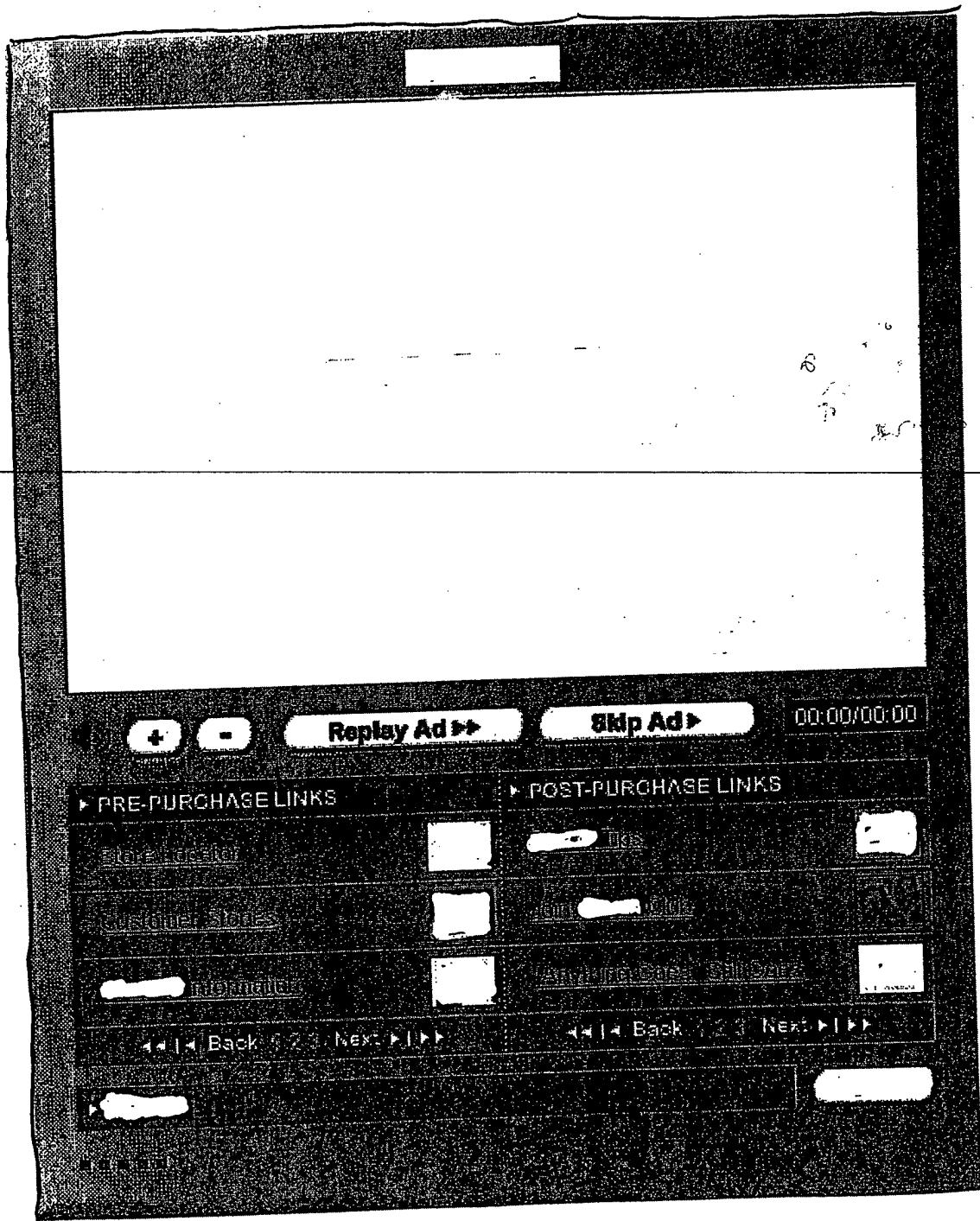


FIG. 49 K 6  
~~FIG. 50 V 6~~

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**Brandkey™**  
advertise

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey promote

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

**Brandkey Advertise Subsystem Benefits**

**Virtual Kiosks Advertising Campaign Management Suite**

**Tutorials**

- Brandkey Advertise

# Advertise

**Branded Products and Services**

Advertise branded products and services by building, running and managing Advertising Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers.

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**Brandkey™** advertise

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Msp](#) | [Contact Us](#) | [Help](#) | [Login](#)

**Brandkey Advertise Subsystem Benefits** | [Virtual Kiosk Advertising Campaign Management Suite](#)

## Brandkey Advertise Subsystem Benefits - Standard Demonstration Mode

- **Brand Managers**
- **Advertising Agents**
- **Promotional Agents**
- **Full Service Agents**
- **Marketing Consultants**
- **Brand Consultants**
- **Trademark Attorneys**

The Brandkey Advertise™ Subsystem offers brand managers and advertising agents a simple and convenient way of creating, executing and managing advertising campaigns designed to run on networks of multi-mode Virtual Kiosks deployed at Internet-based consumer touchpoints. This Brandkey™ Subsystem enables advertisers and their agents to generate Virtual Kiosk Advertising Directories specifying on which deployed virtual kiosks the advertiser and agents are permitted to run advertising campaigns while preserving the rights and obligations of the users of the Brandkey Systems™ Network.

F14.51B1 79.50 B

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**Brandkey™ promote**

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey promote | Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

**Brandkey Promote Subsystem Benefits**

- Virtual Kiosk Promotion
- Campaign Management Suite

**Promote**

**Tutorials**

- Brandkey Promote

**Branded Products and Services**

Promote branded products and services by building, running and managing Promotional Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers.

[http://www.brandkeysystems.com/bk\\_promote/index\\_promote.html](http://www.brandkeysystems.com/bk_promote/index_promote.html)

FIG. 52A FIG. 51

6/6/2003